

TALES CALCULATED TO DRIVE YOU...



MAD



10¢

NUMBER 12

HUMOR IN A JUGULAR VEIN

JUNE

SPECIAL ISSUE *

Starchie... *The typical story of typical America's most hated typical teen-ager* **typical page 1**

Mark Trade... *The story of a man against nature!... You guessed it... gas pains!* **page 1**

3-Dimensions... *For the first time... 3-D FEELIES! Not only do you SEE it... you TOUCH it!* **page 1**

From Eternity Back to Here... *They kissed on the beach... instead of the mouth* **page 1**

Chapter... *Episode 6 of Operation Under the Ground! Only 994 chapters to go* **page ?**

***This special issue is designed for people ashamed to read this comic-book in subways and like that! Merely hold cover in front of face making sure it's not upside down. MAD cover design makes people think you are reading high-class intellectual stuff instead of miserable junk.**

THE NEWSDEALERS OF AMERICA ARE SCREAMING...

STOPPIT!



BECAUSE, WITH JUST ONE DAY'S DISPLAY..

POOF!

THERE GOES PANIC!

SO IF YOU'RE **SELF CONSCIOUS** IN A **B.O. (BUYING OUT)** CROWD... IF **PANIC** GOES **POOF!** TOO QUICKLY WHERE YOU BROWSE... IF YOU'D RATHER NOT **PERSPIRE** TILL THE **NEXT ISSUE** COMES IN... THEN **SUBSCRIBE!** FILL OUT THE **COUPON**, ENCLOSE **ONE DOLLAR** FOR **EIGHT (8)** ISSUES, AND **MAIL!** JUST GIVE THE ENVELOPE A **GENTLE SQUEEZE**, AND **POOF!...** SAY GOODBYE TO **ORDER PROBLEMS!** THE ONLY THING YOU'LL HAVE **LEFT** TO WORRY ABOUT THEN IS AN **OFFENSIVE MAILMAN!**

THE PANICKY EDITORS OF PANIC
ROOM 706
225 LAFAYETTE STREET
N. Y. C. 12, N. Y.

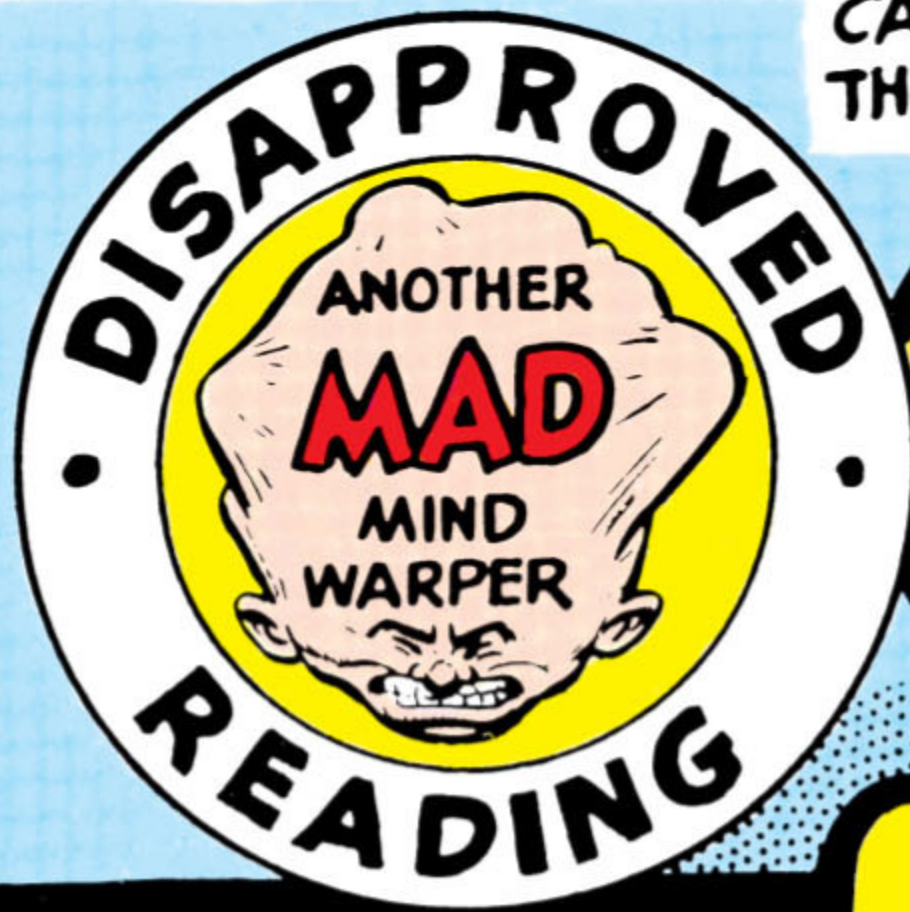
I ENCLOSE ONE DOLLAR (\$1.00). PLEASE
RUSH ME THE NEXT EIGHT DEODORIZED
ISSUES OF **PANIC**. I WANT TO SAY '**POOF!**'
TO MY FRIENDS!

NAME _____

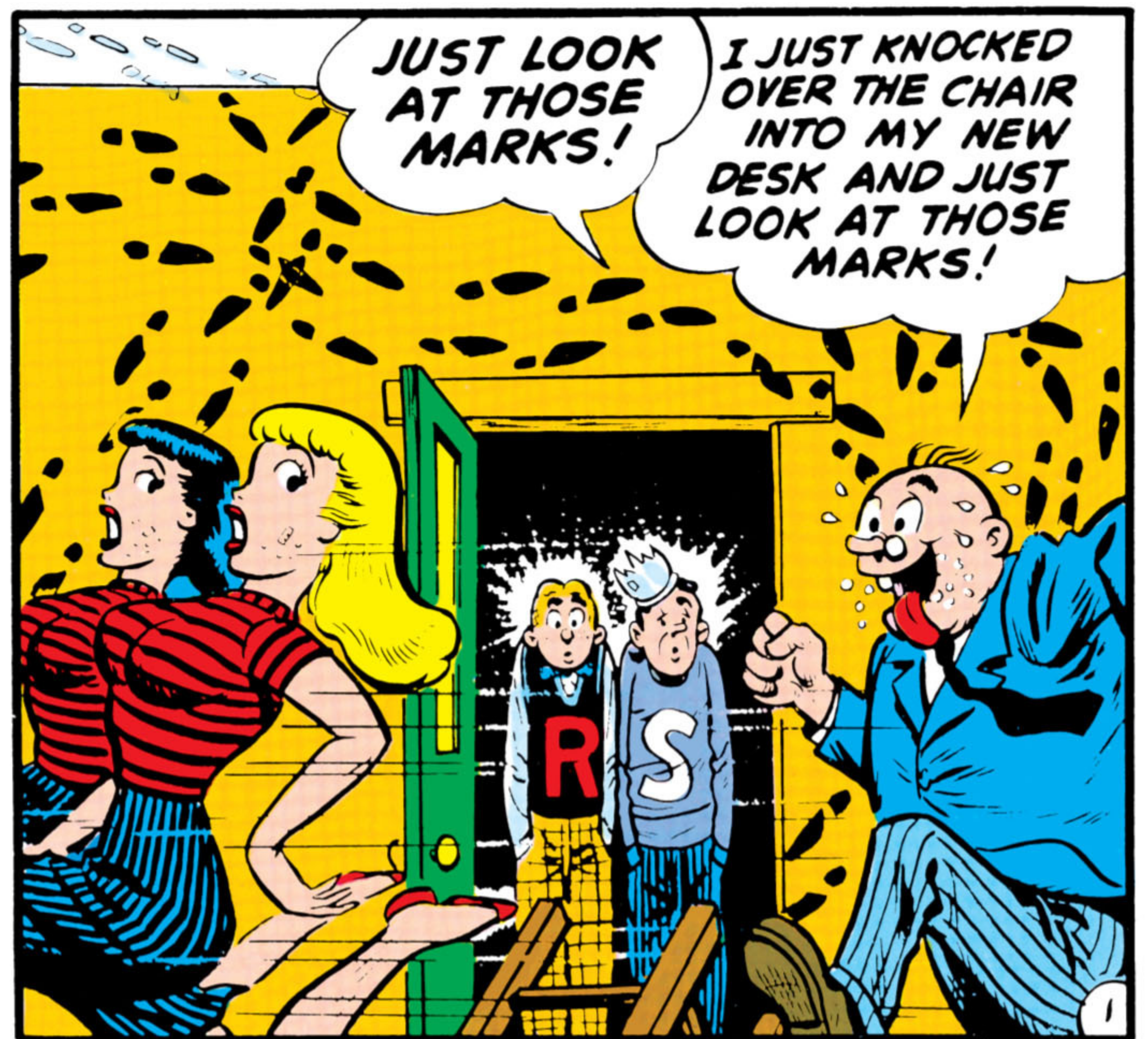
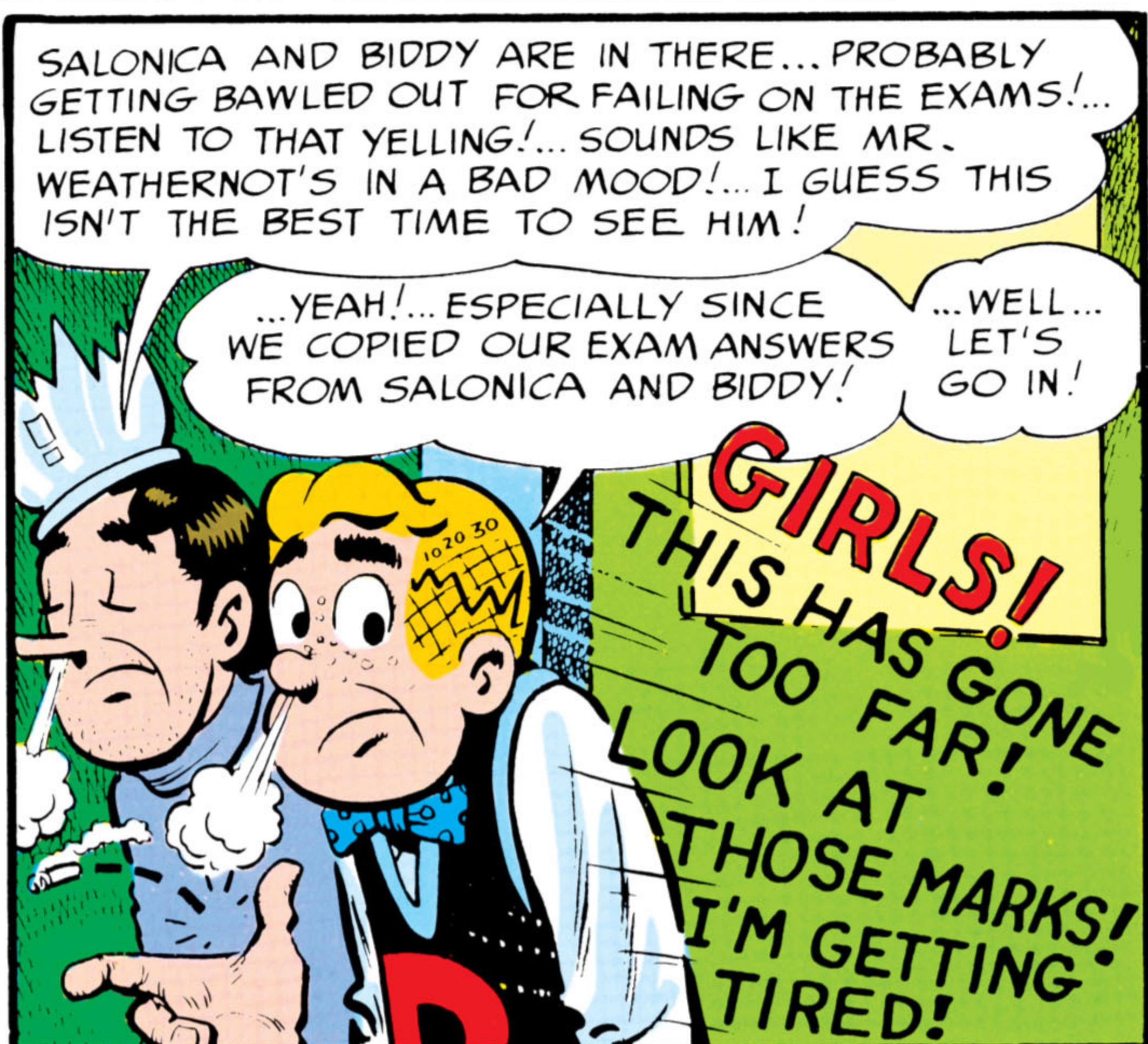
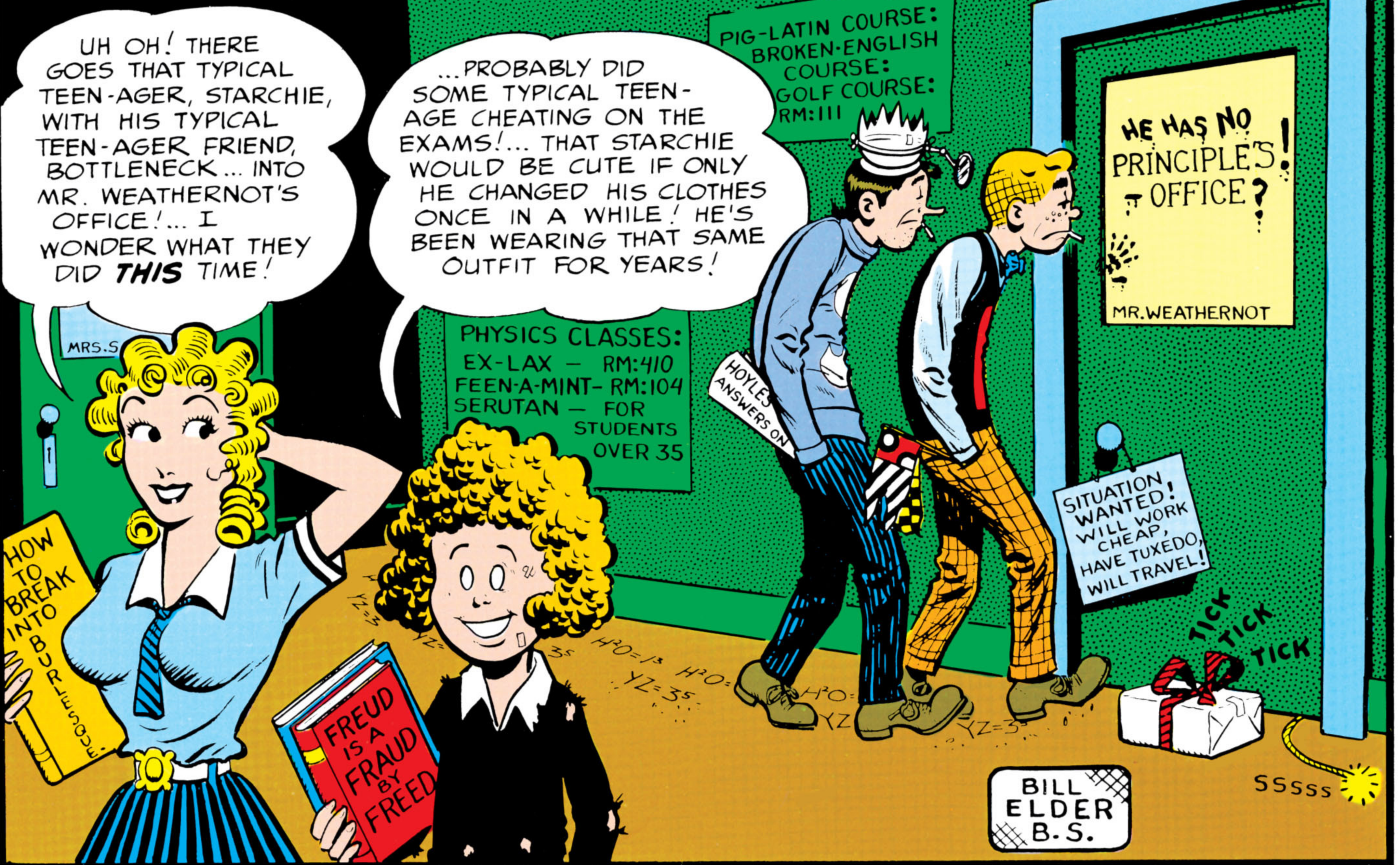
ADDRESS _____

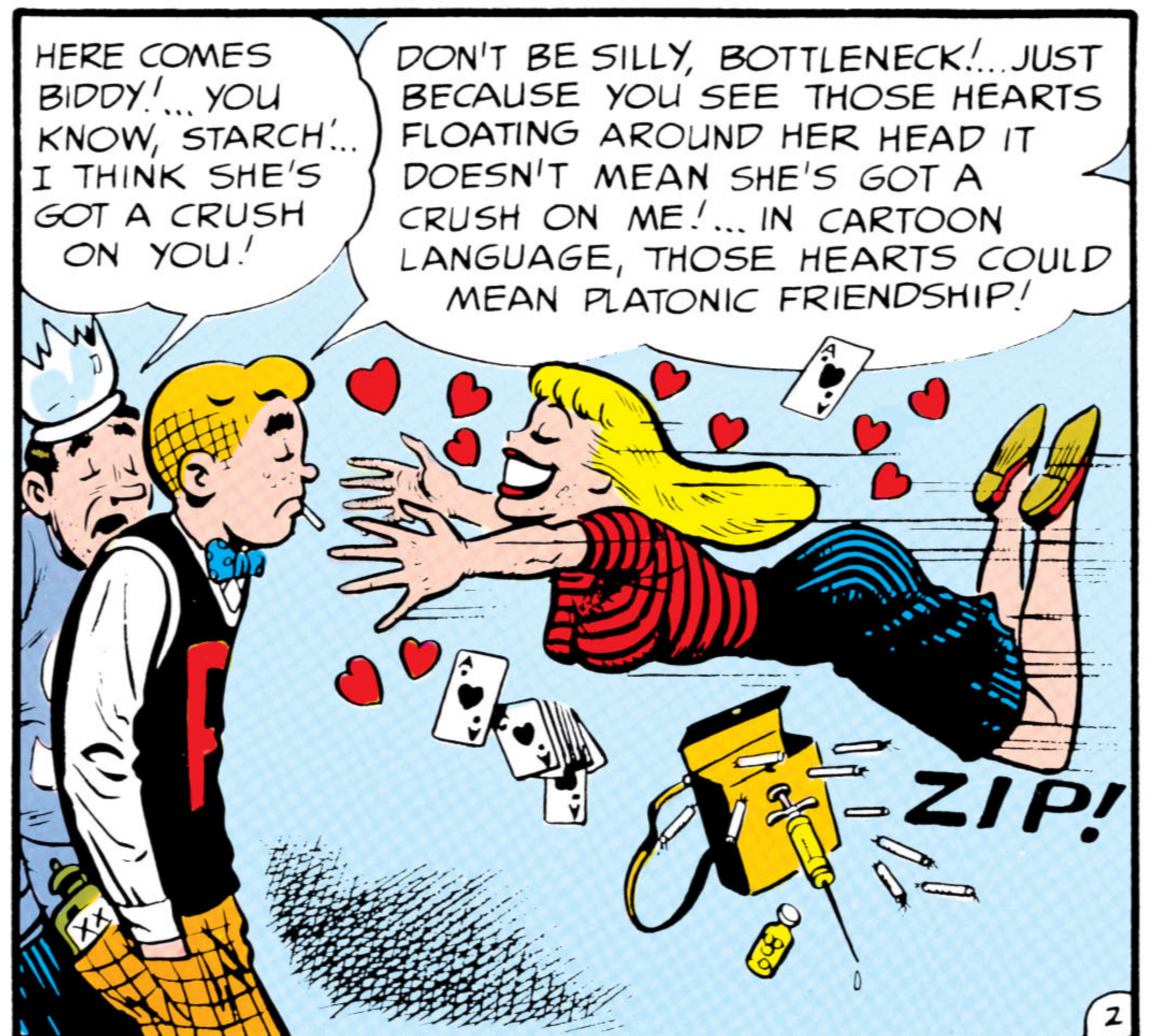
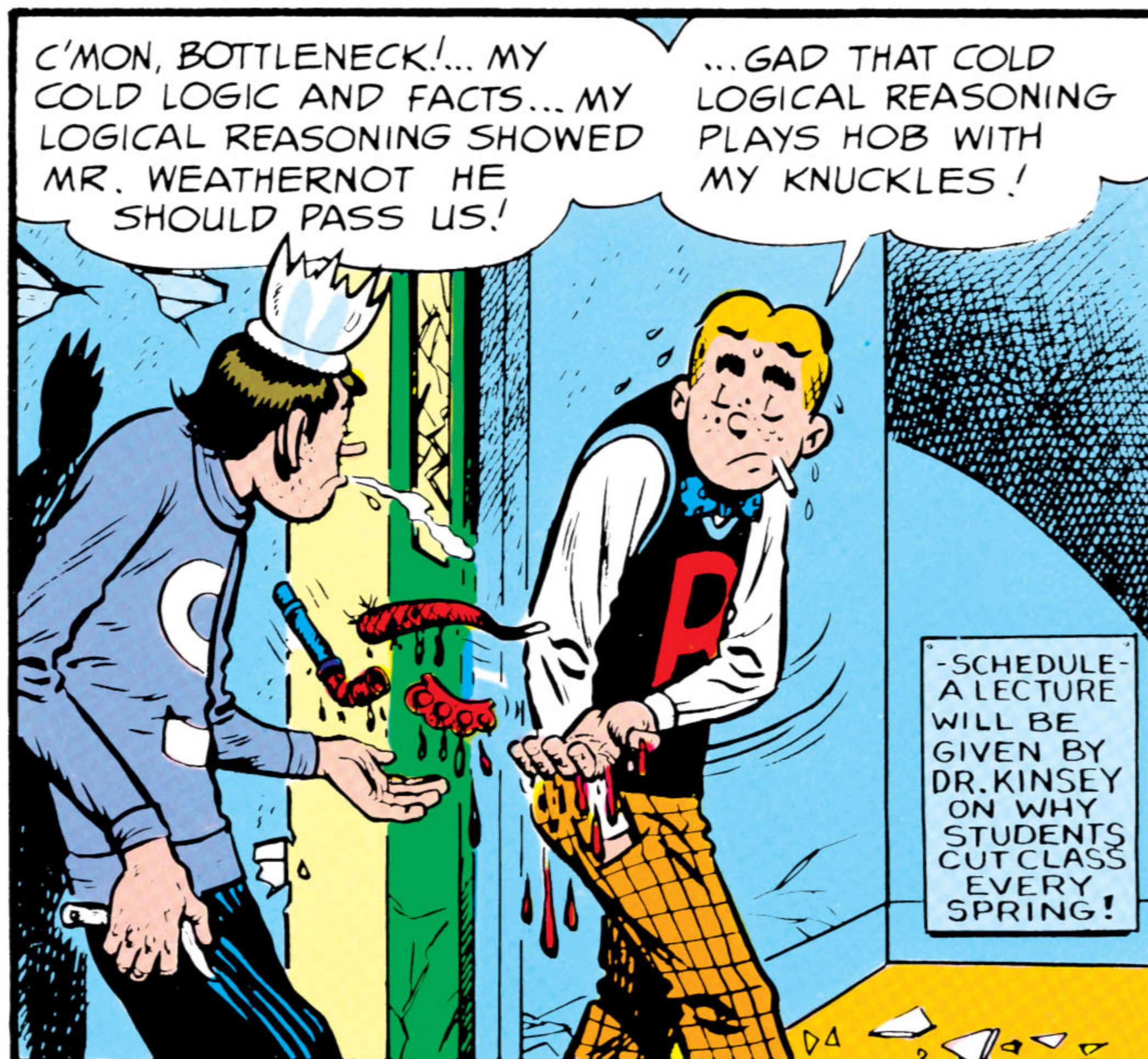
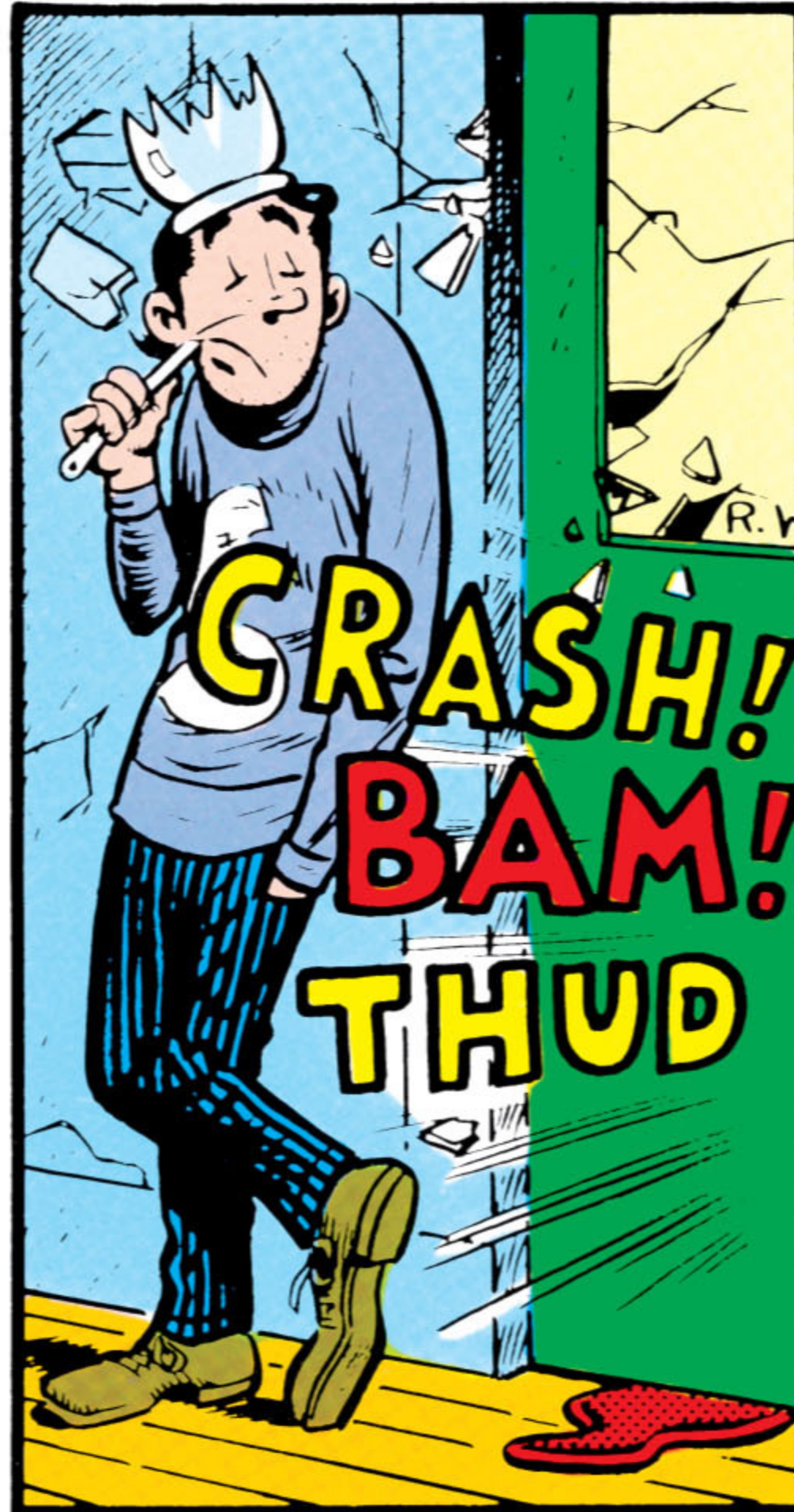
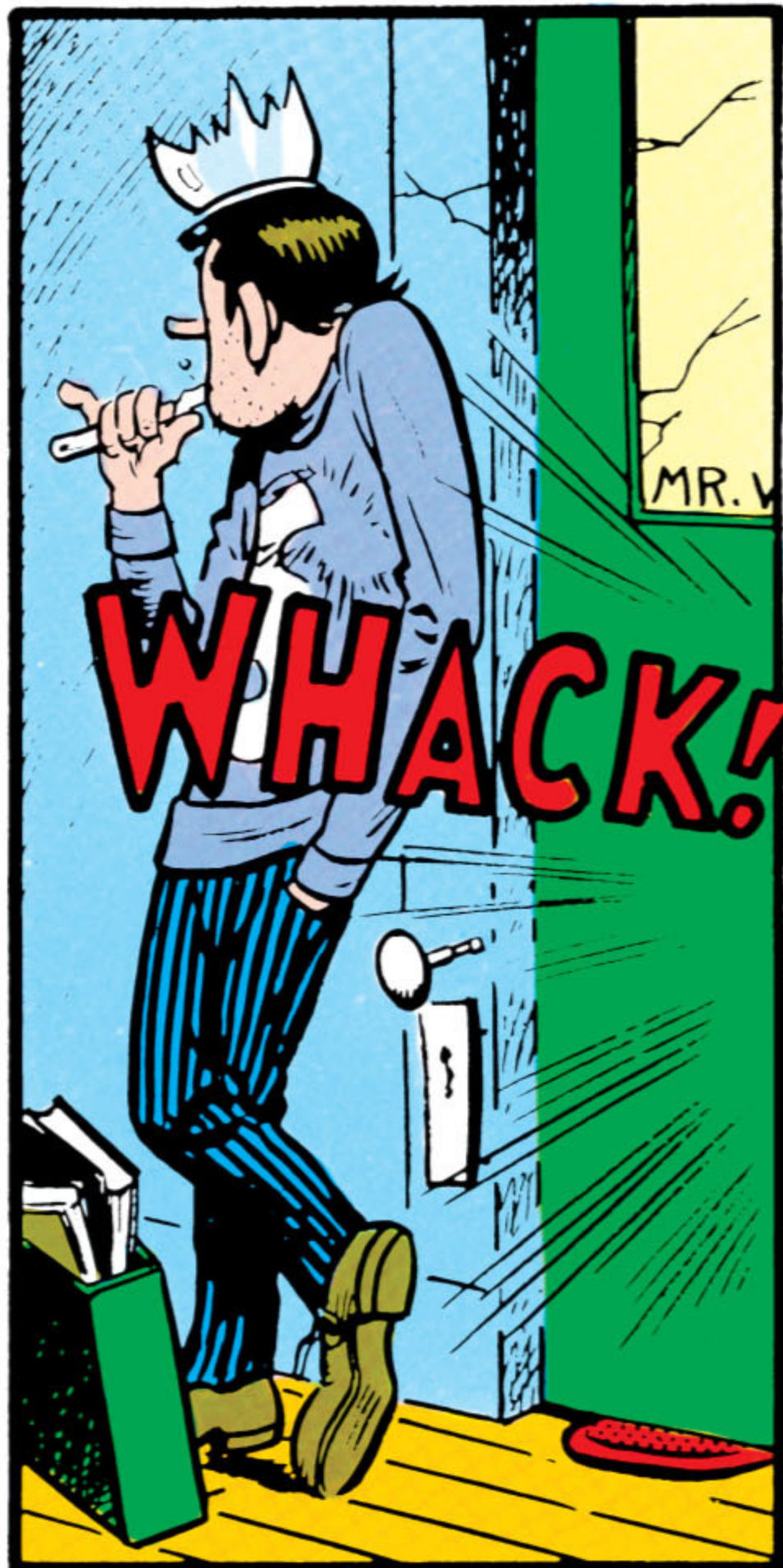
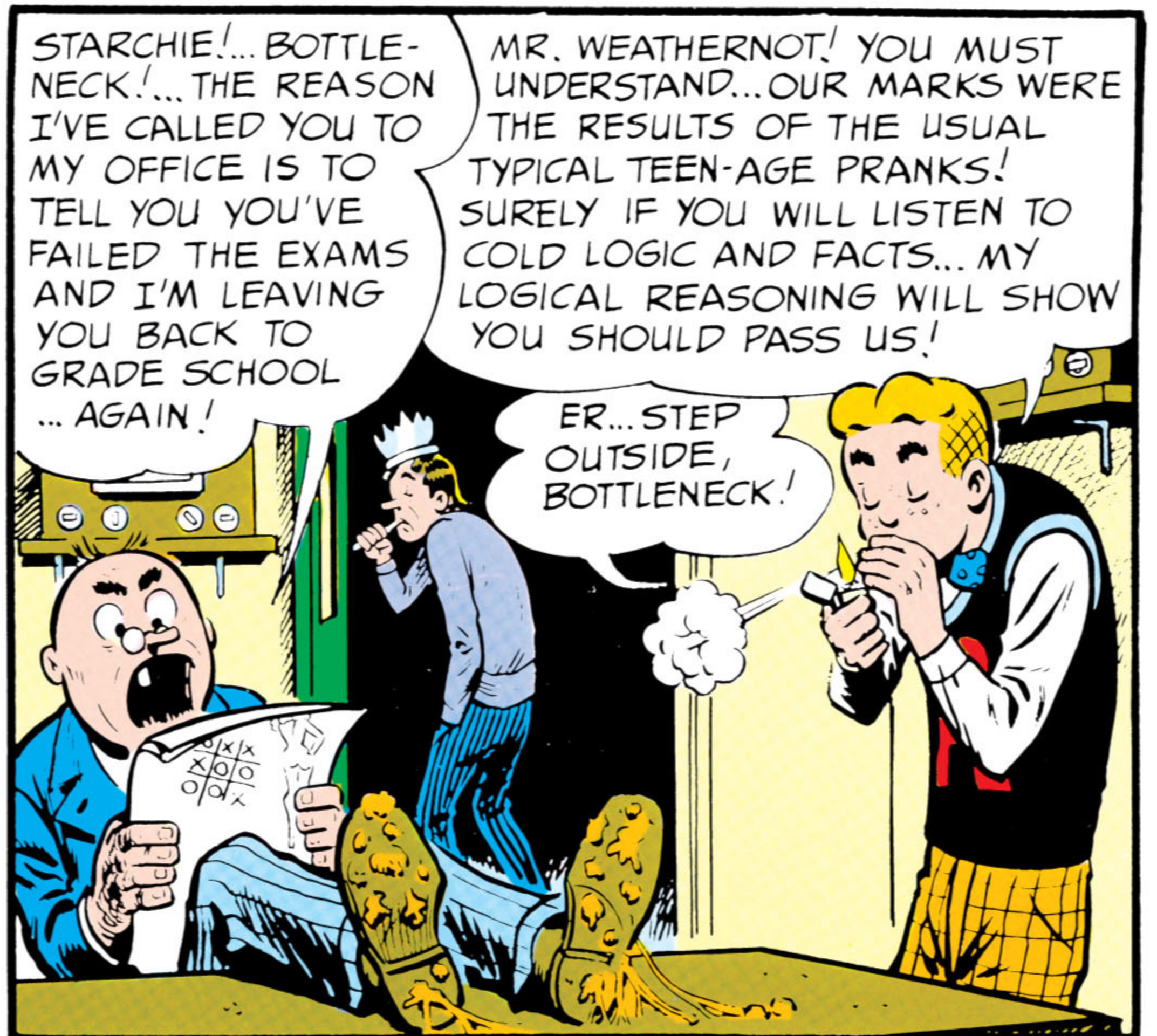
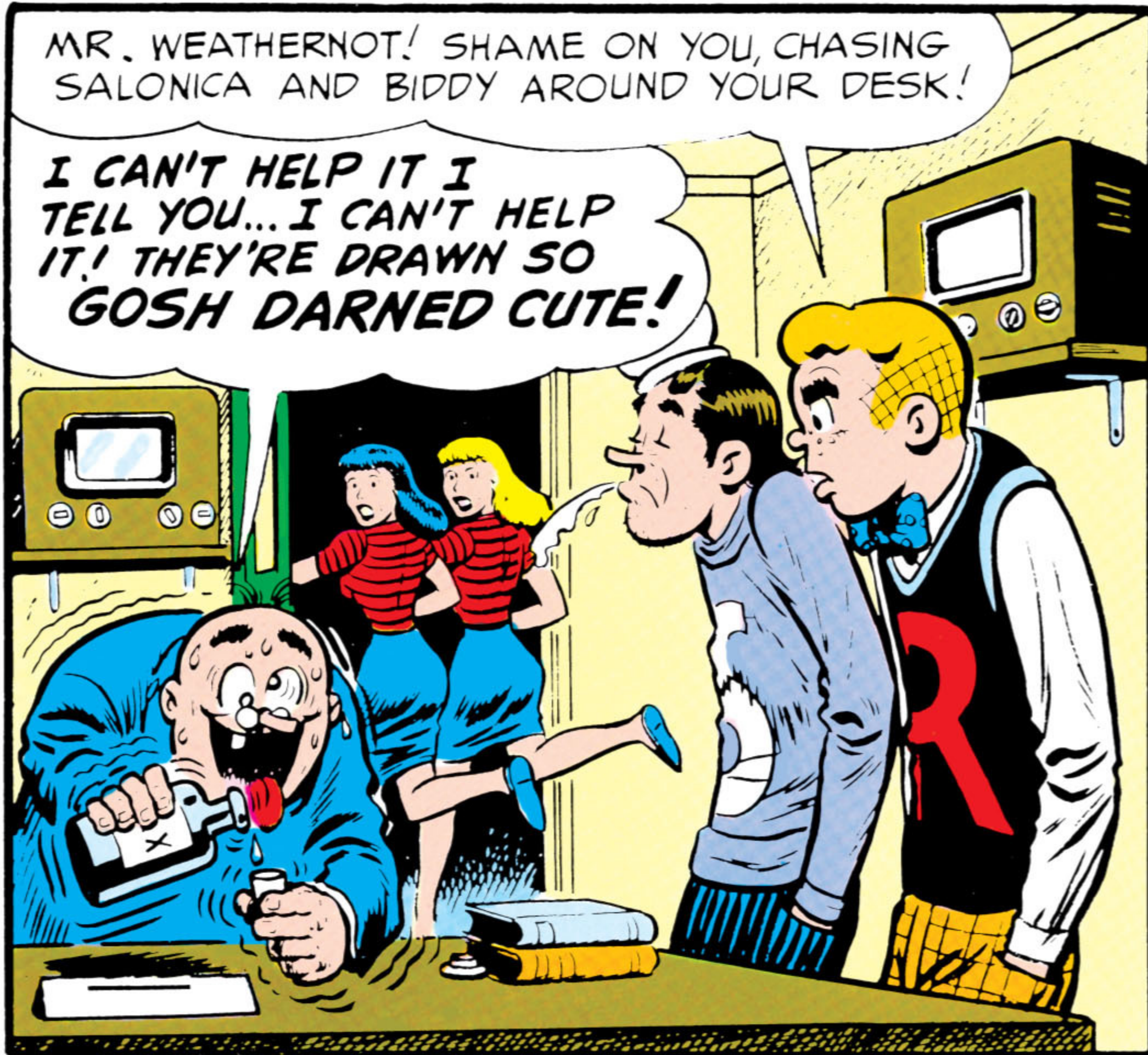
CITY _____ ZONE NO. _____ STATE _____

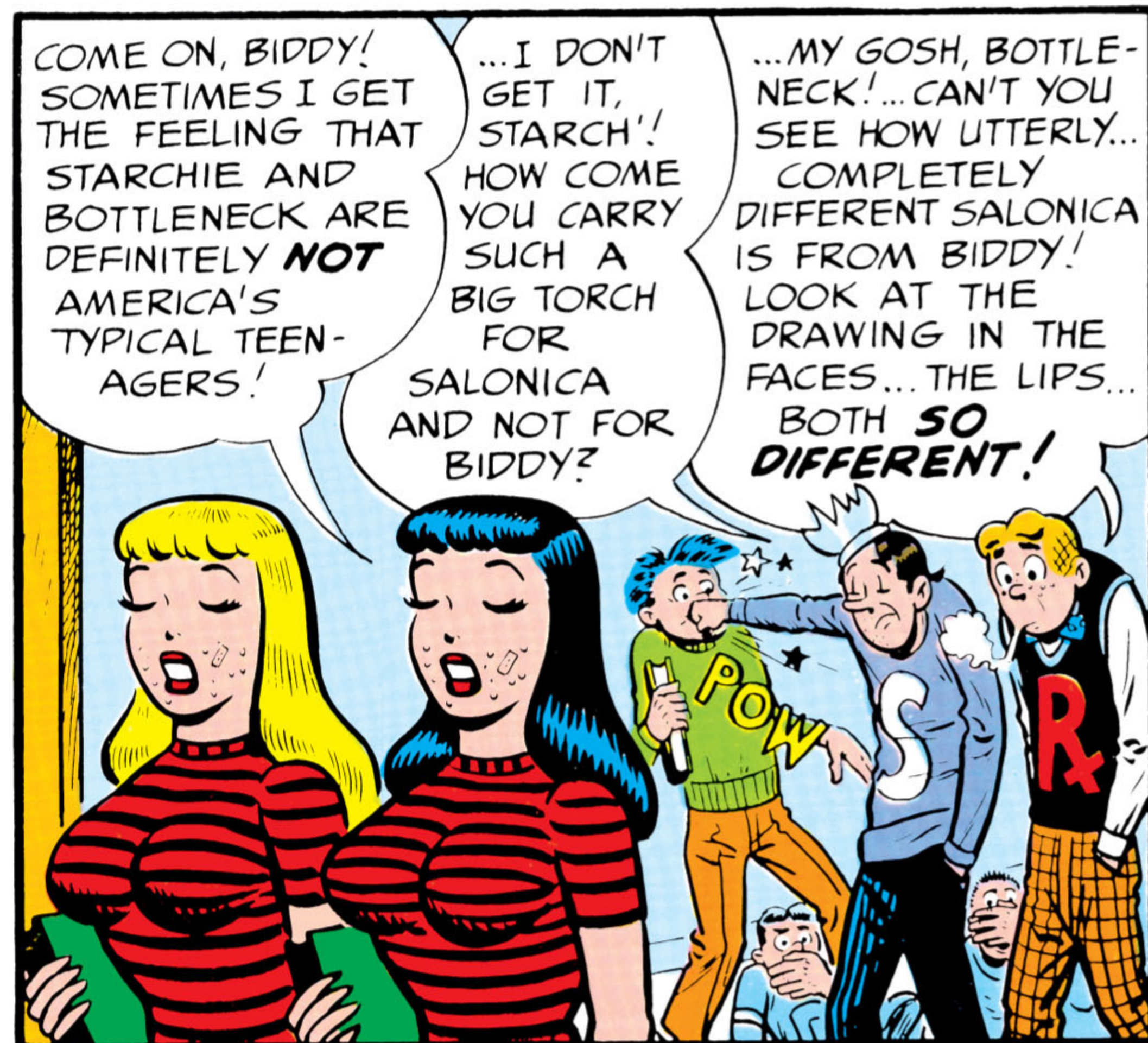
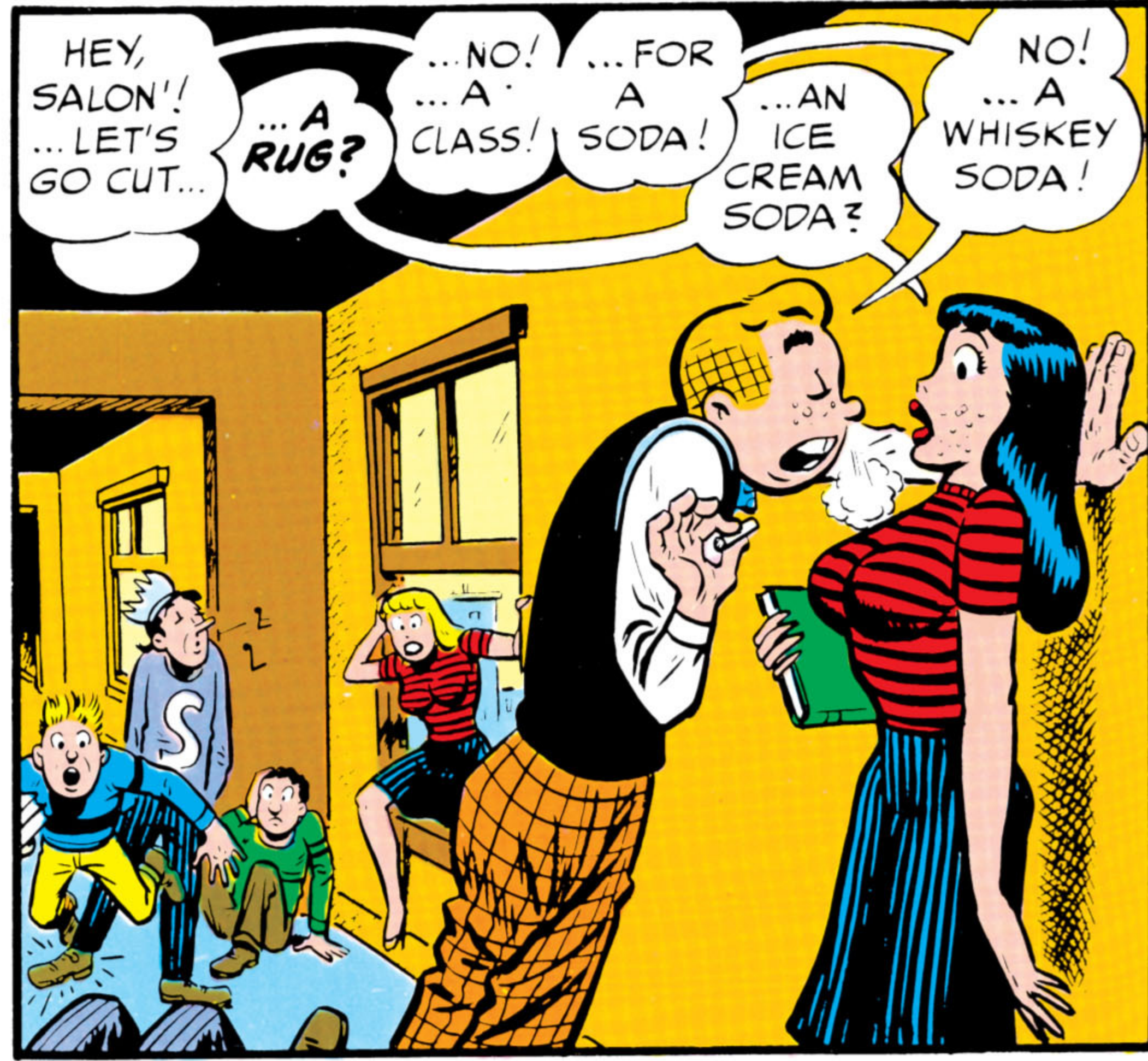
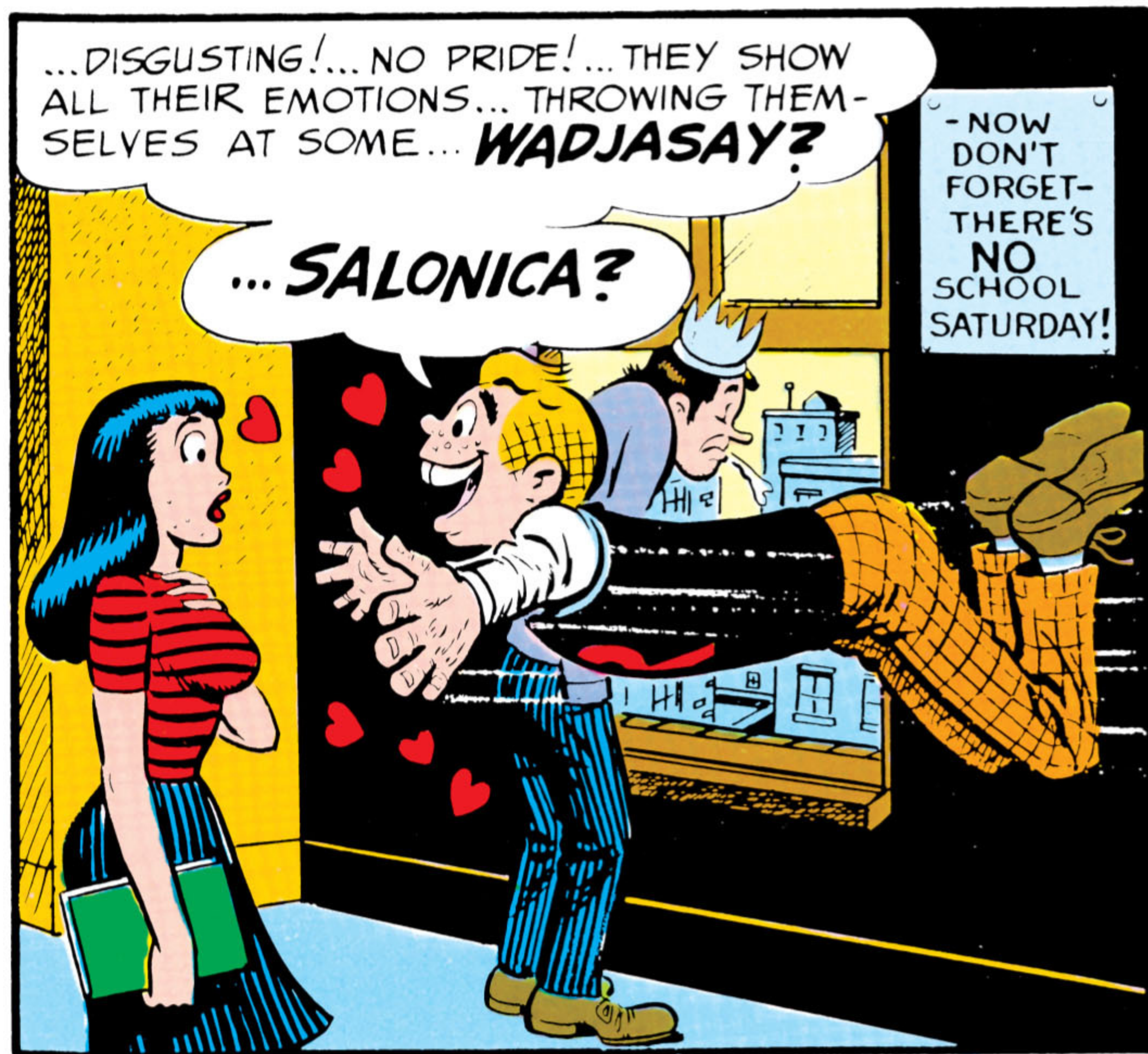
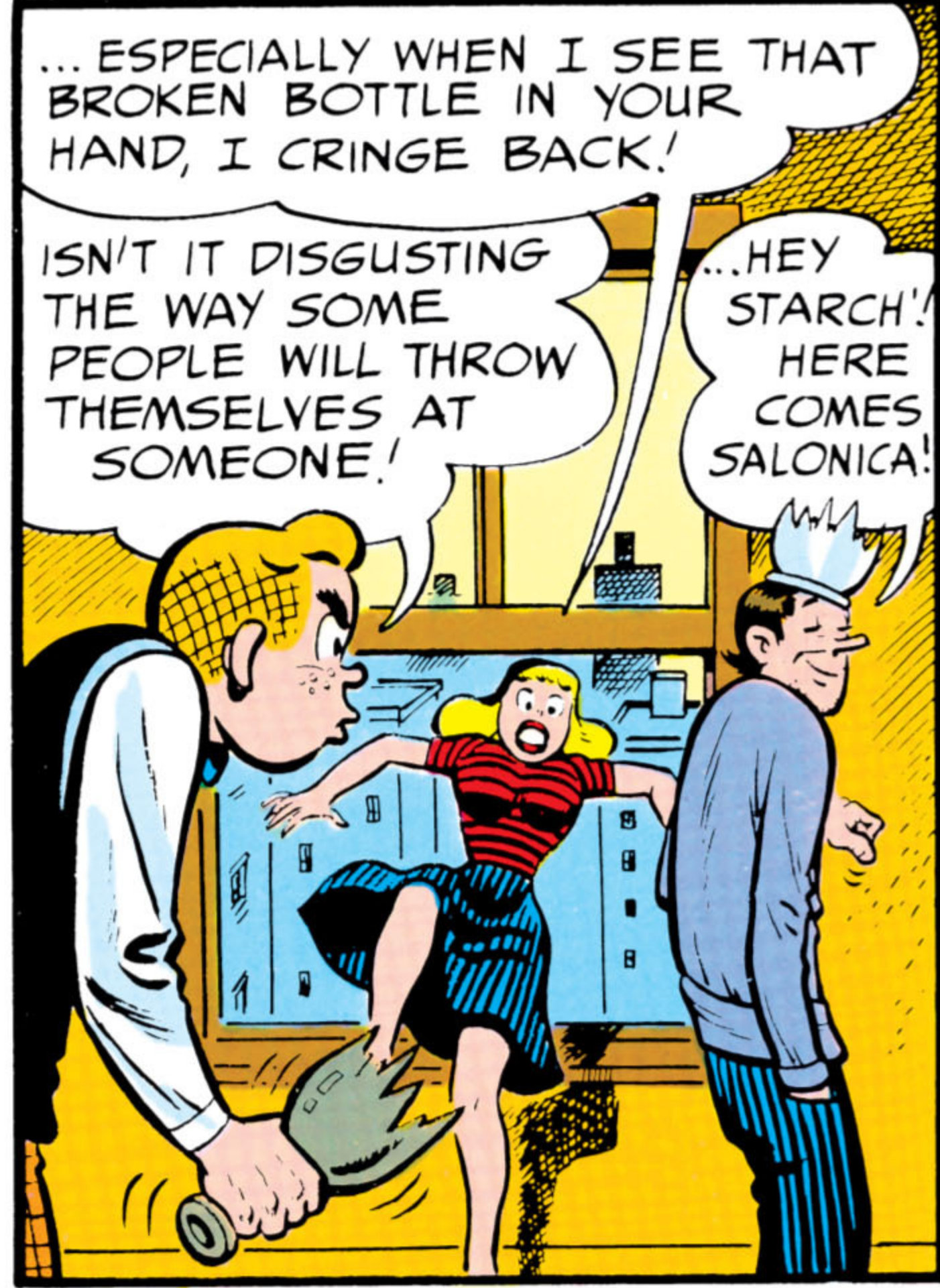
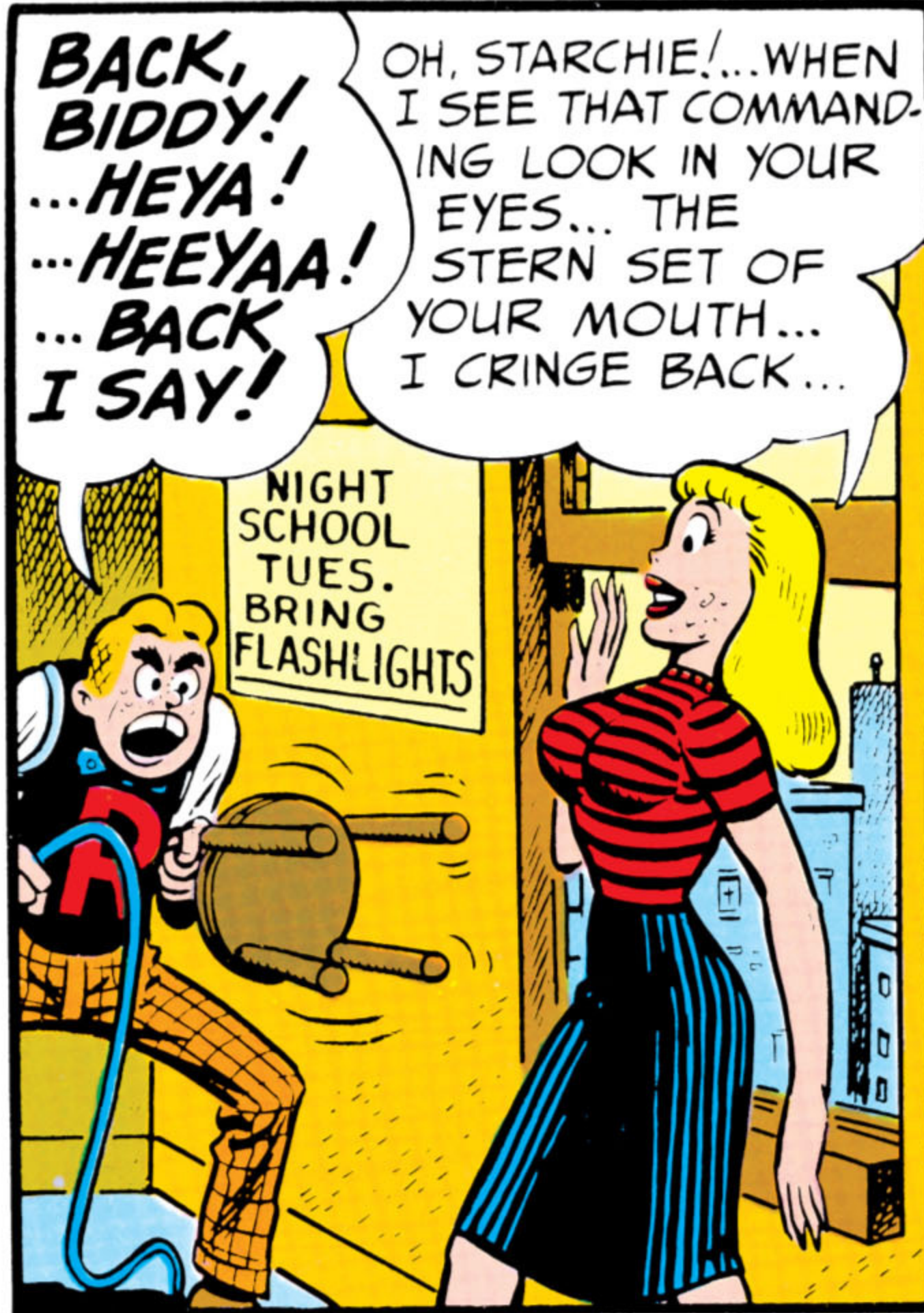
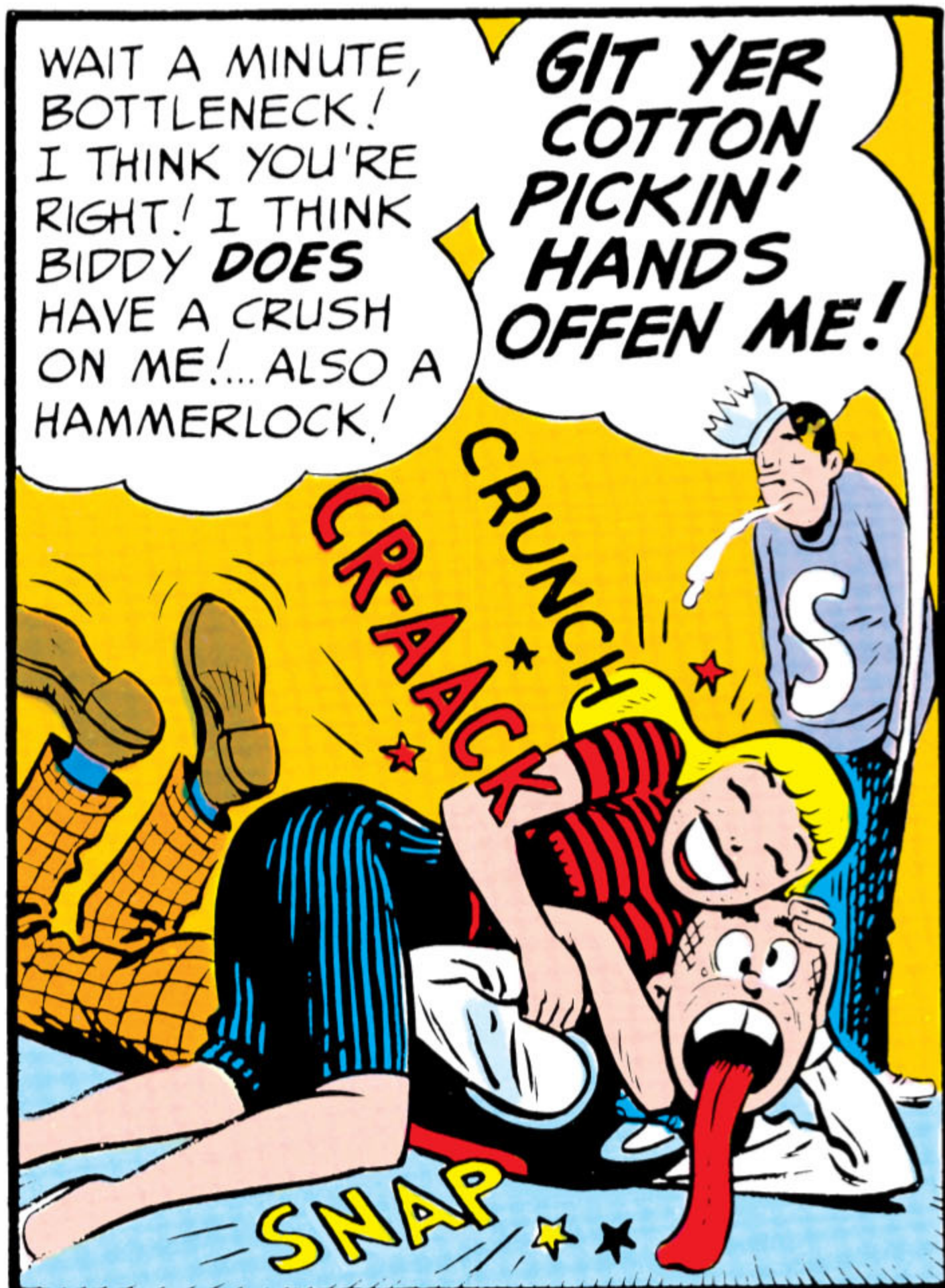
TEEN-AGE COMICS DEPT.: OH YOU LUCKY MAD READERS!... MAD HAS DONE IT AGAIN!... NOW MAD COMIC BOOK CAN BOAST ANOTHER 'FIRST'! FOR MAD IS THE ONLY COMIC BOOK THAT NOW CARRIES THE SEAL OF DISAPPROVED READING!... BUT FIRST, A STORY ABOUT PULASKI STREET'S TYPICAL TEEN-AGER...

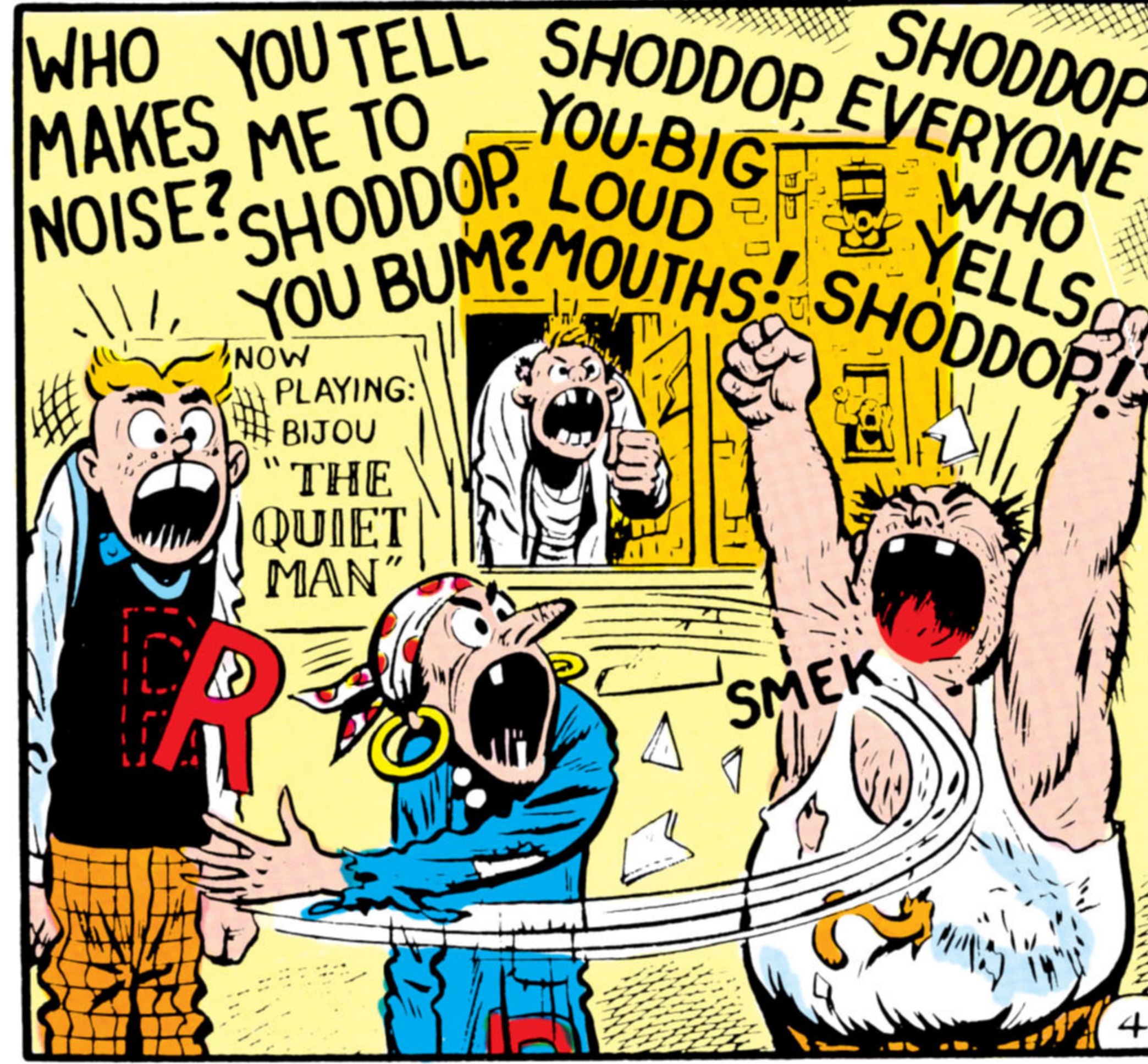
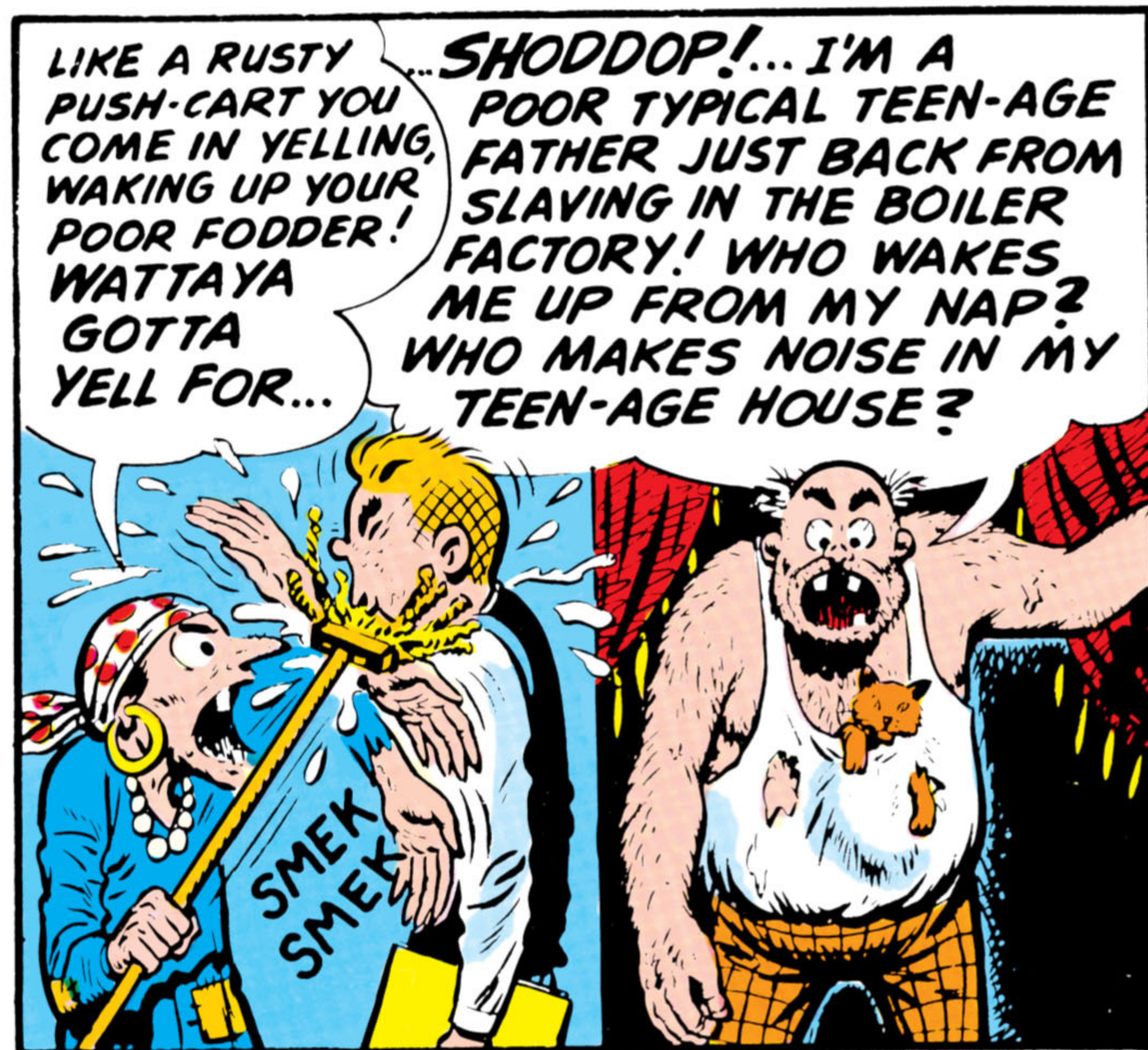
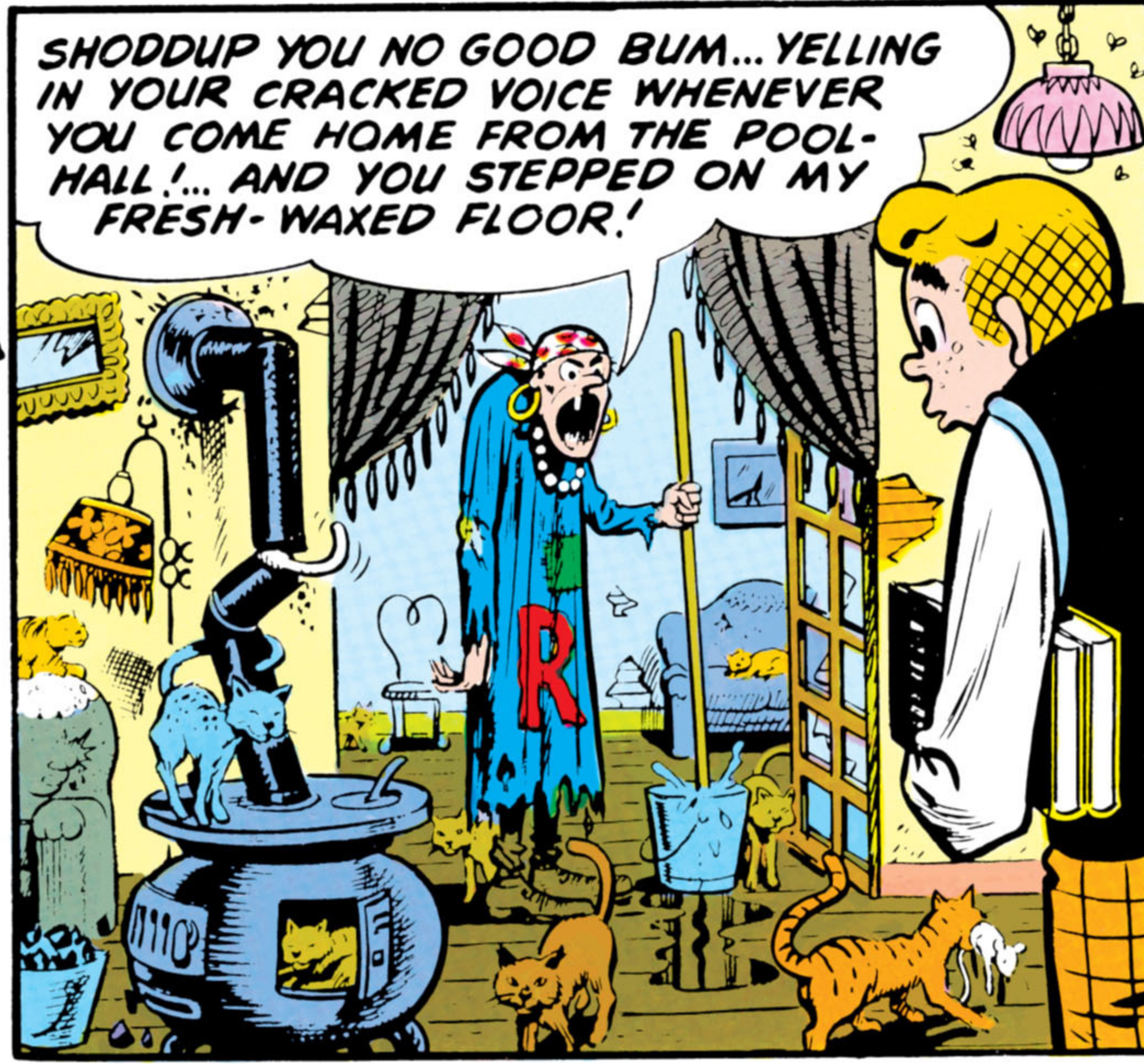
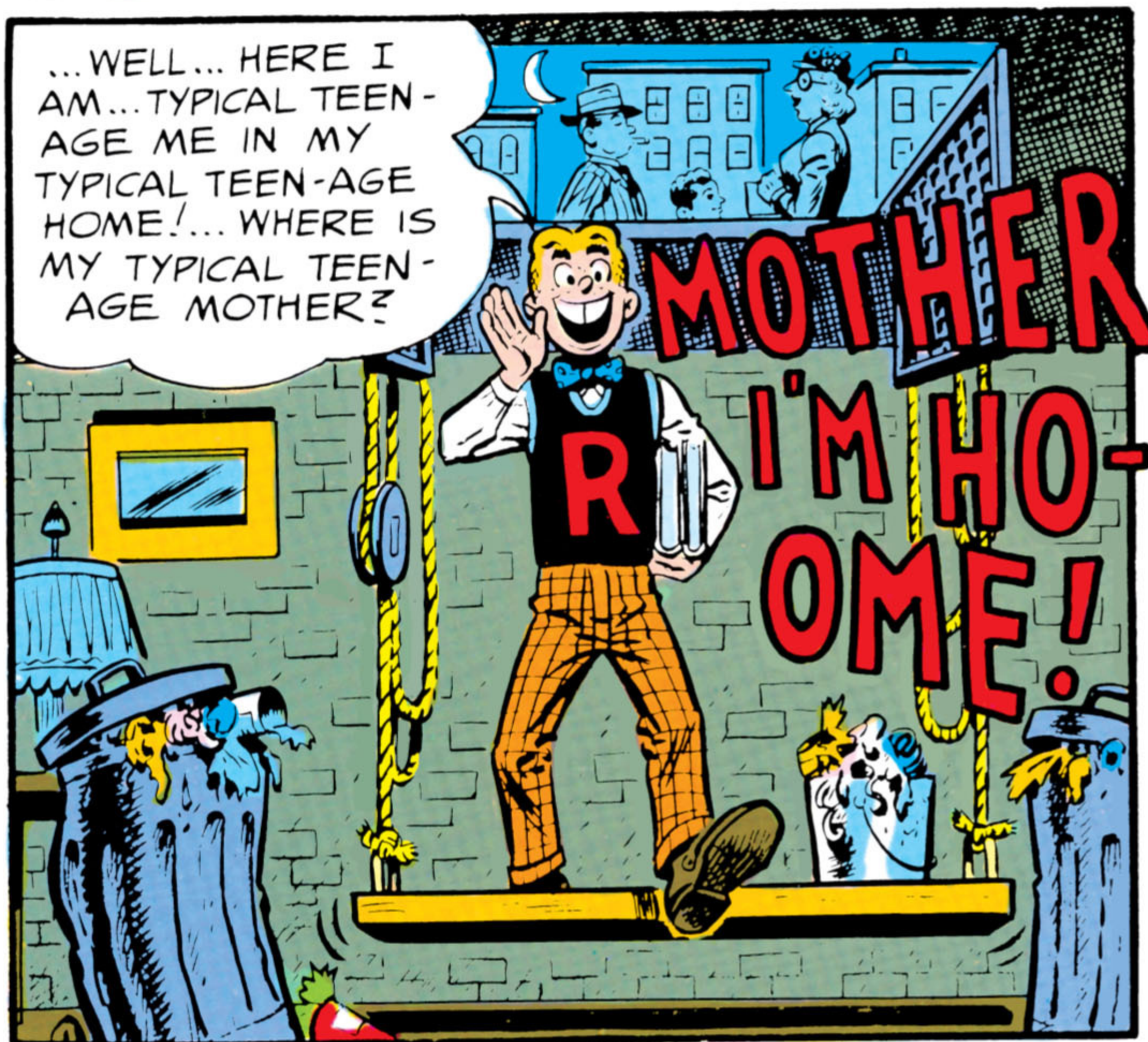
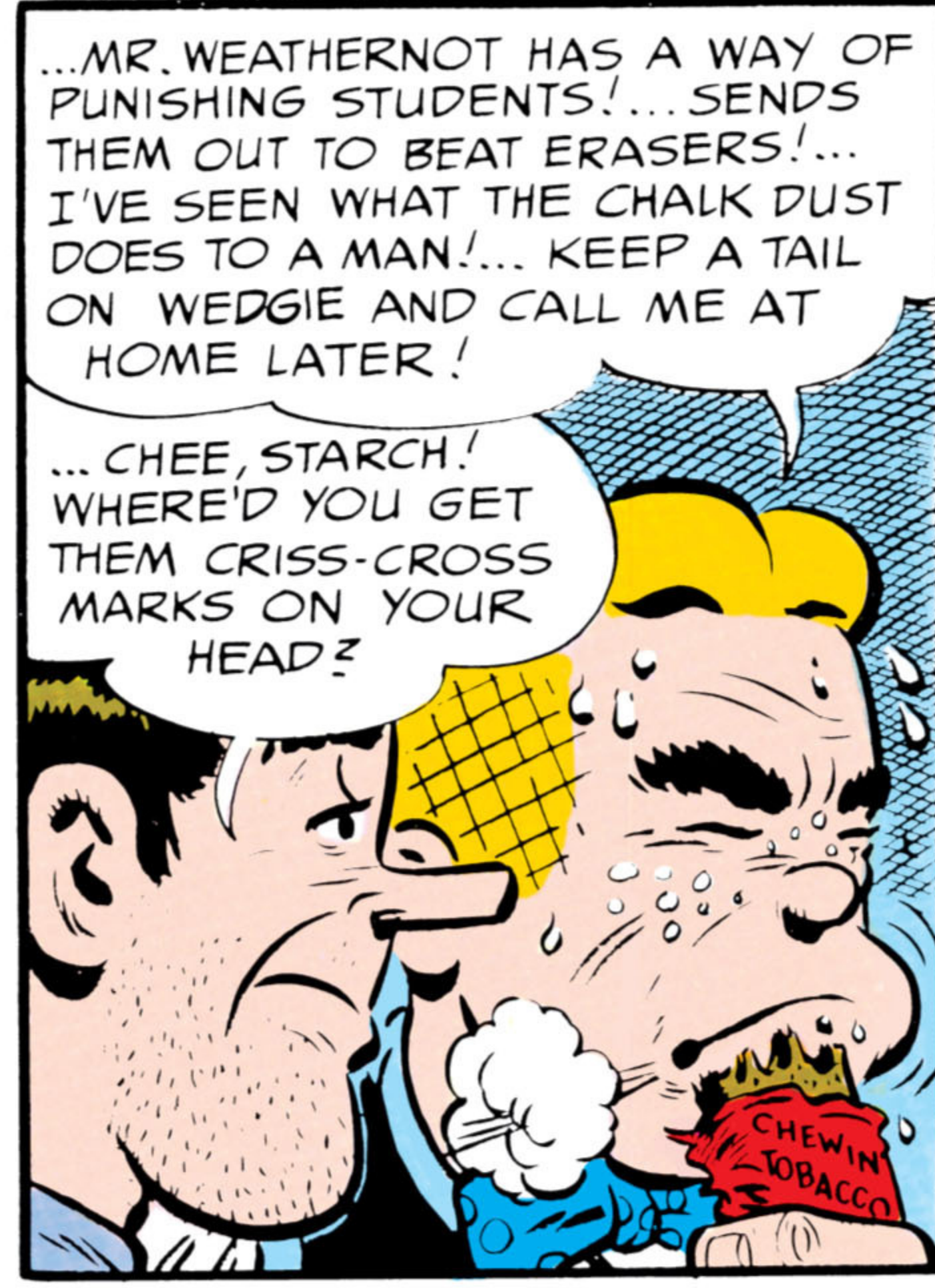
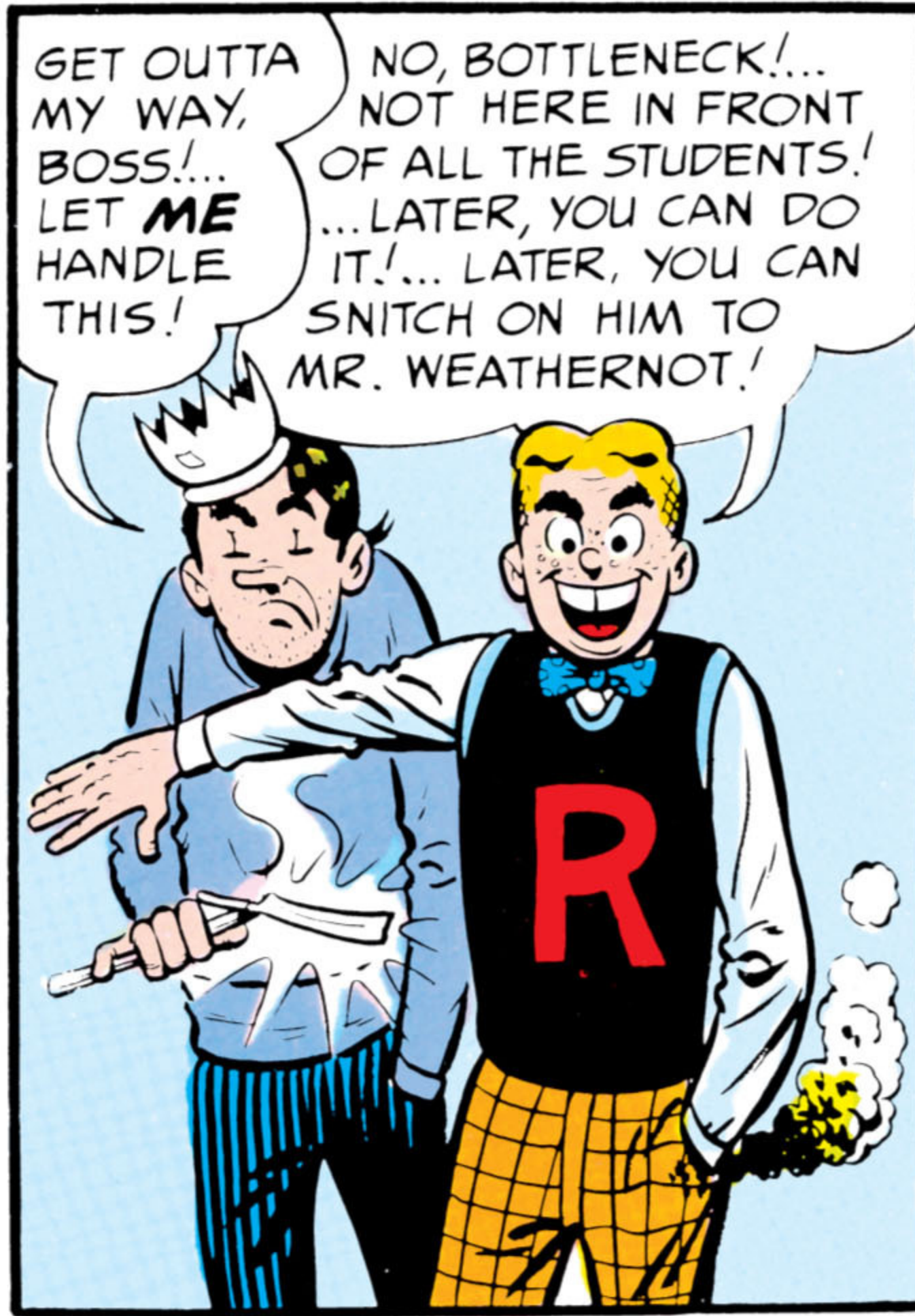


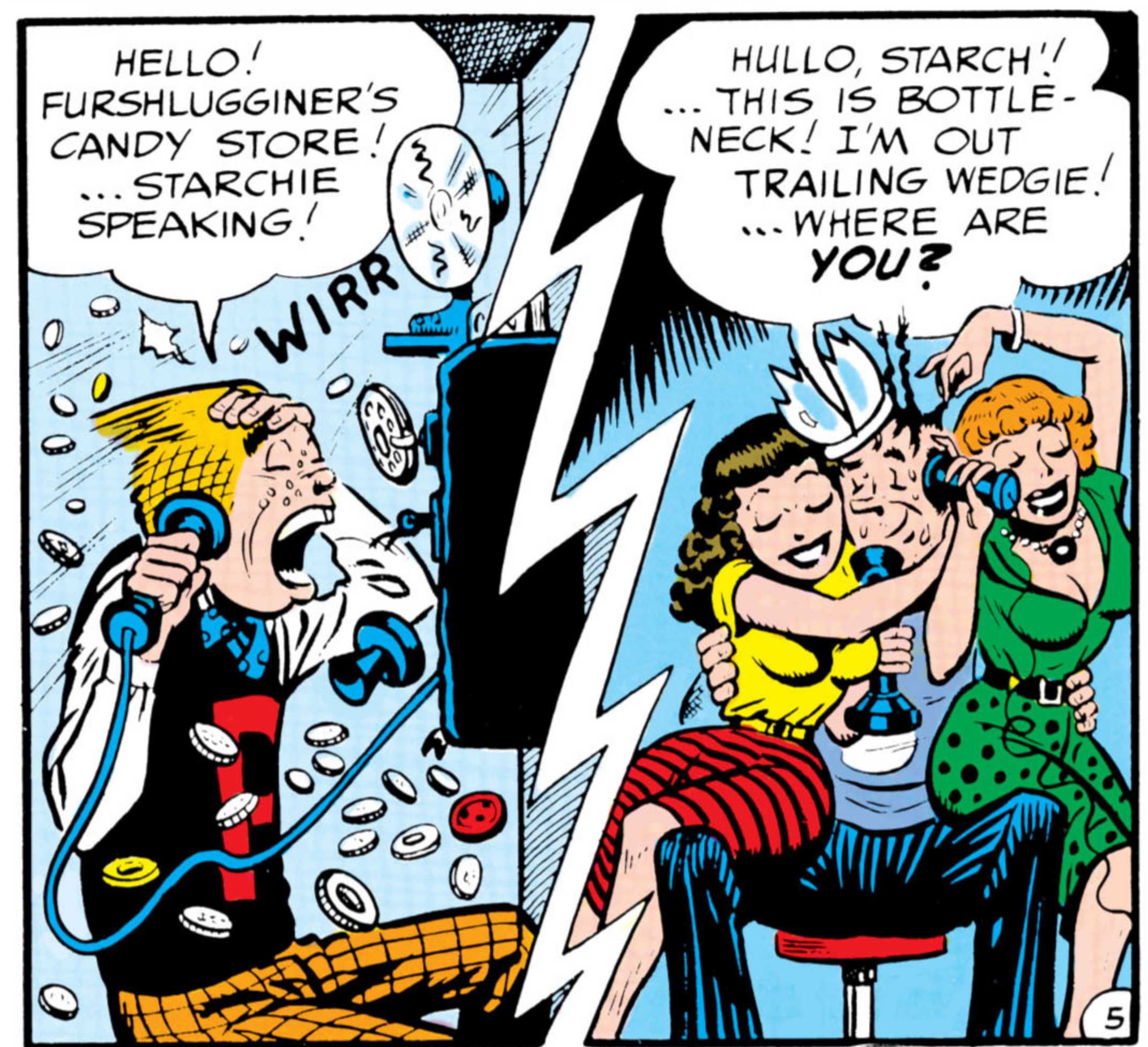
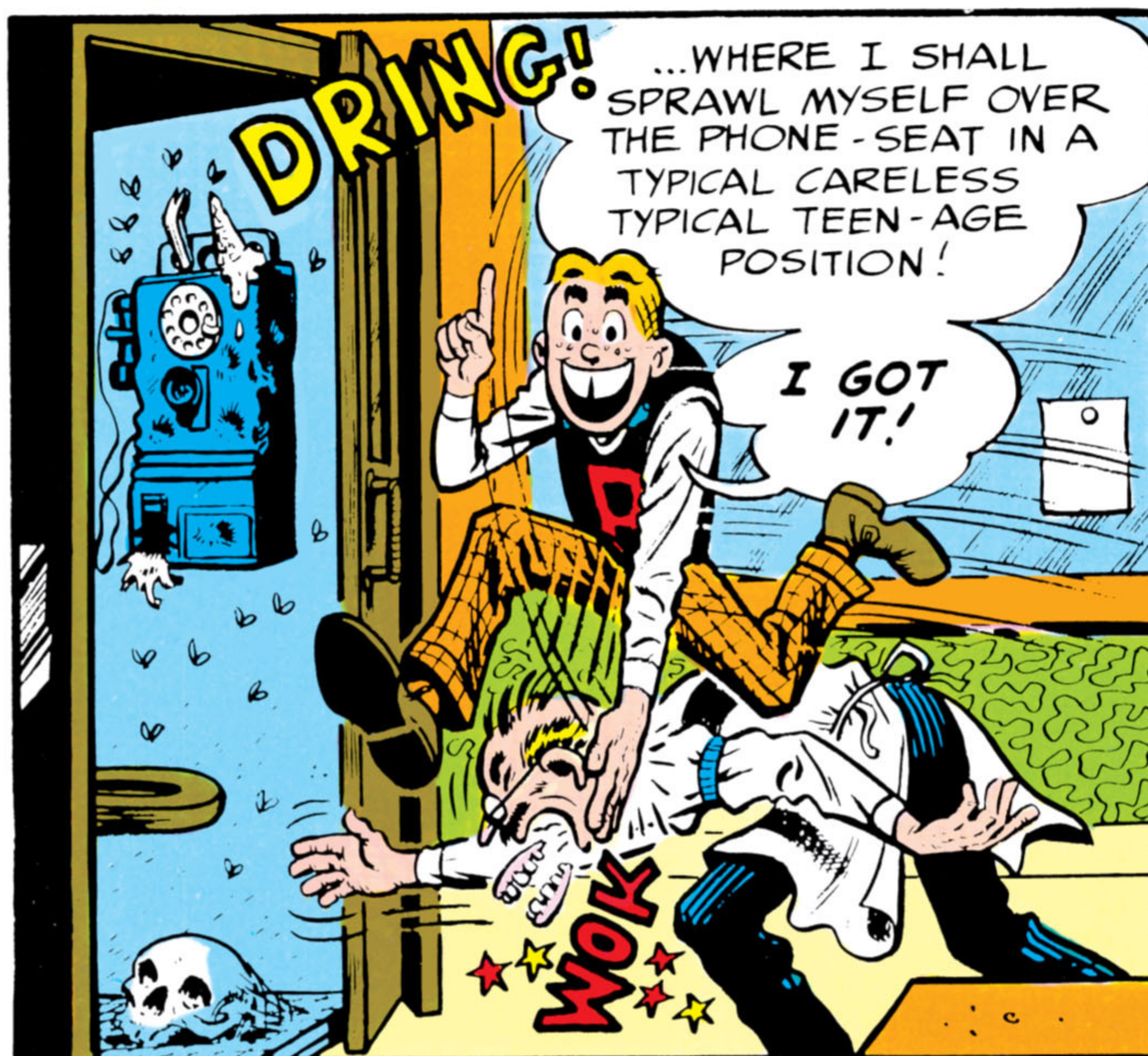
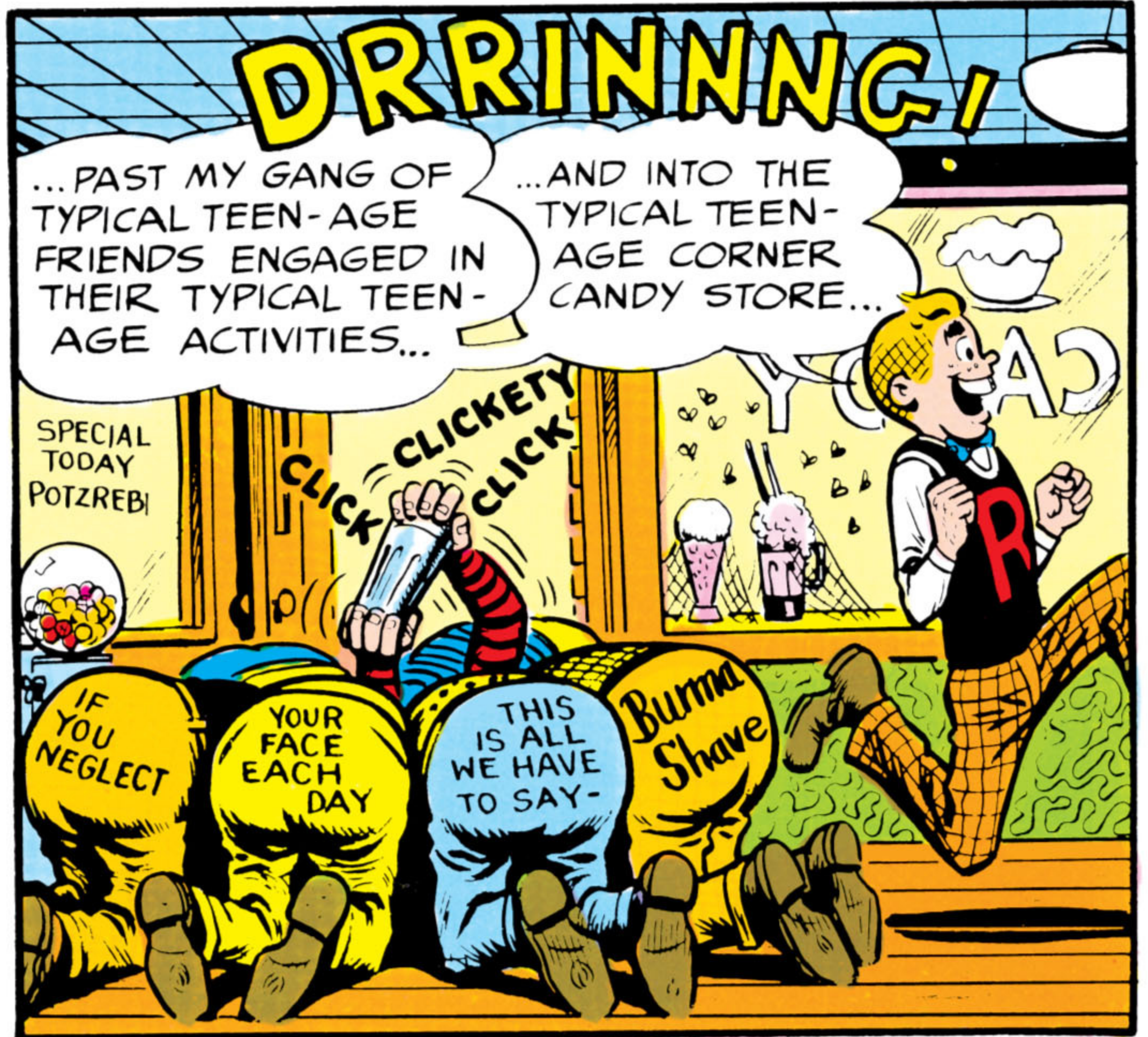
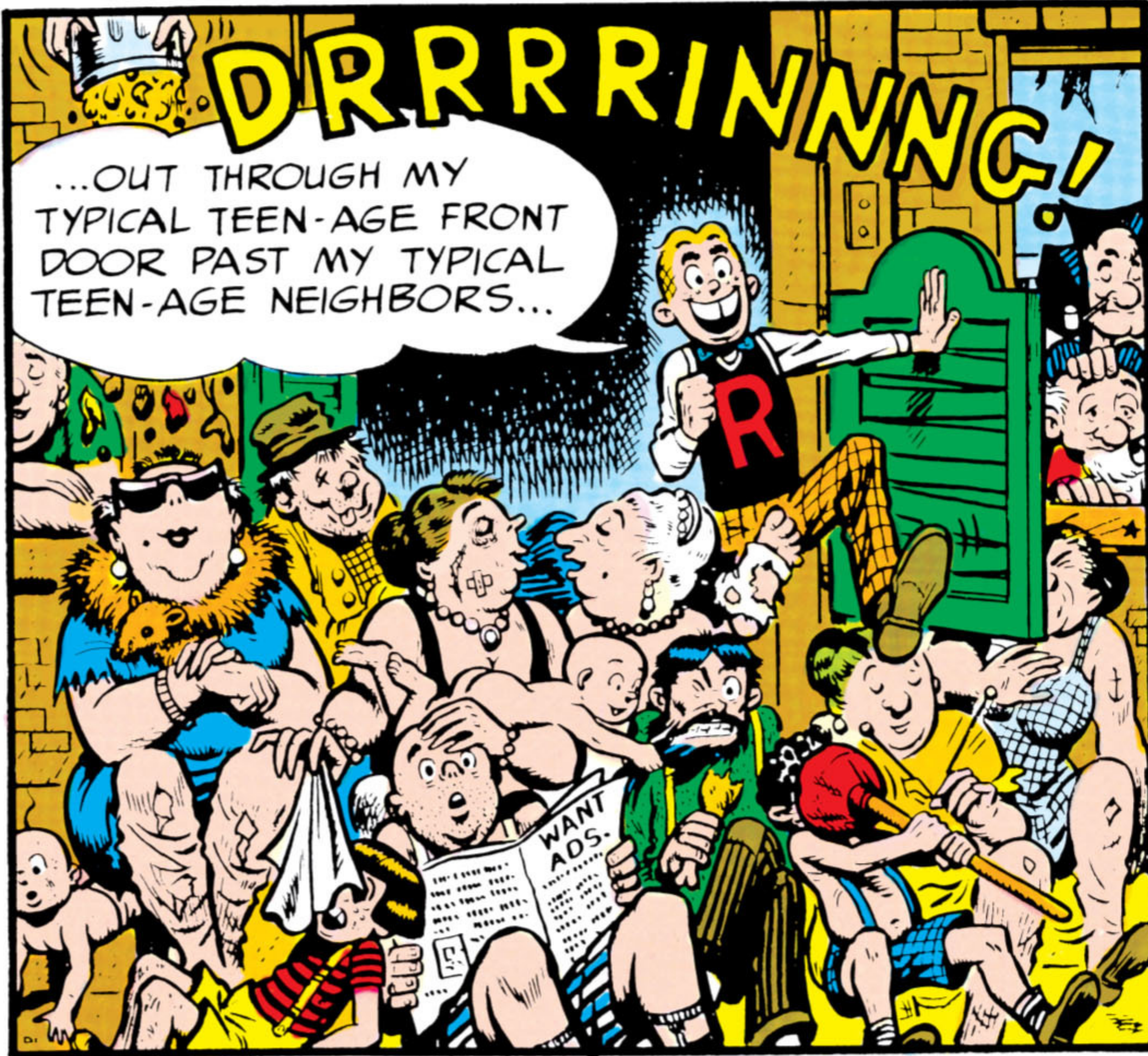
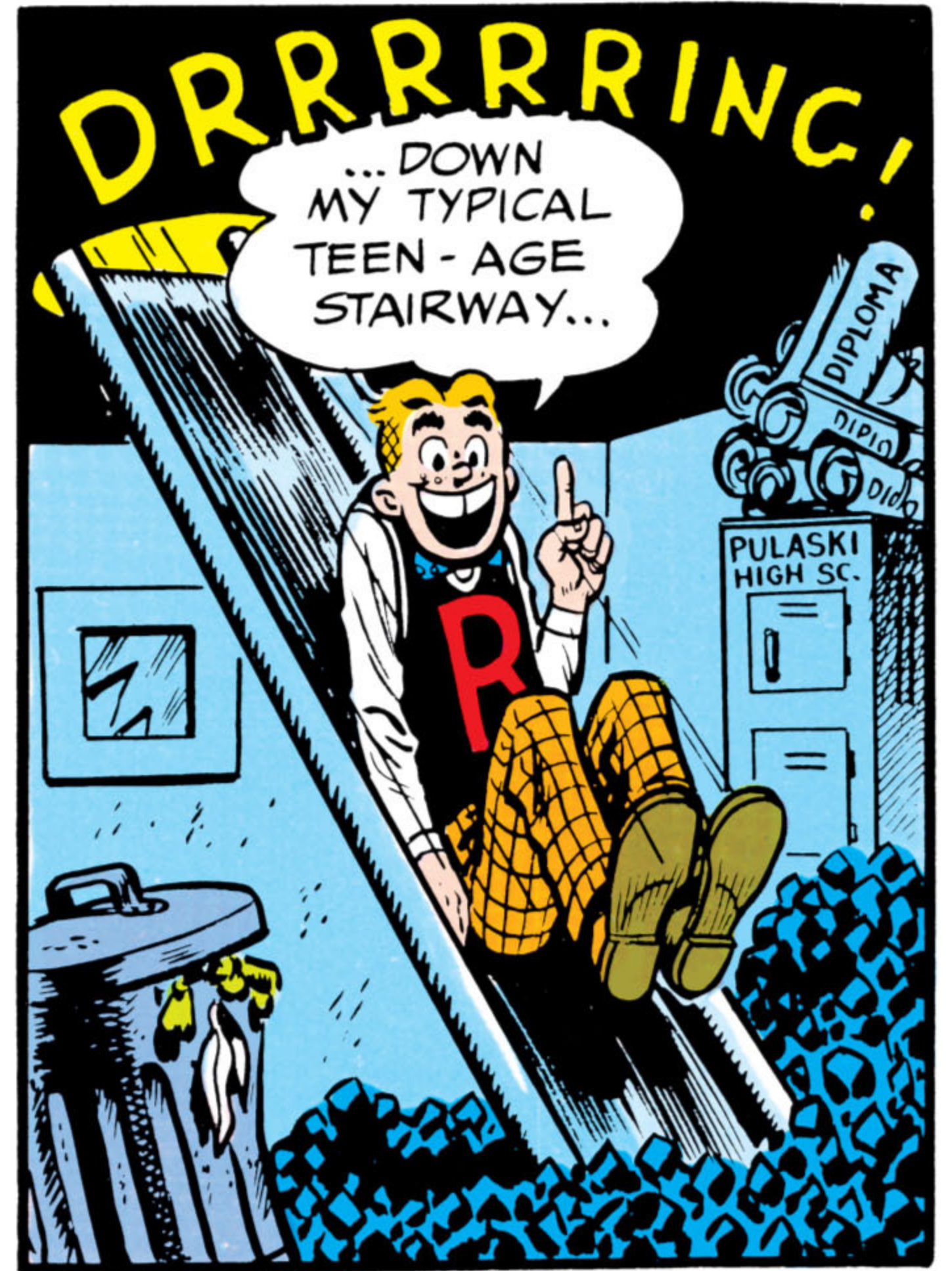
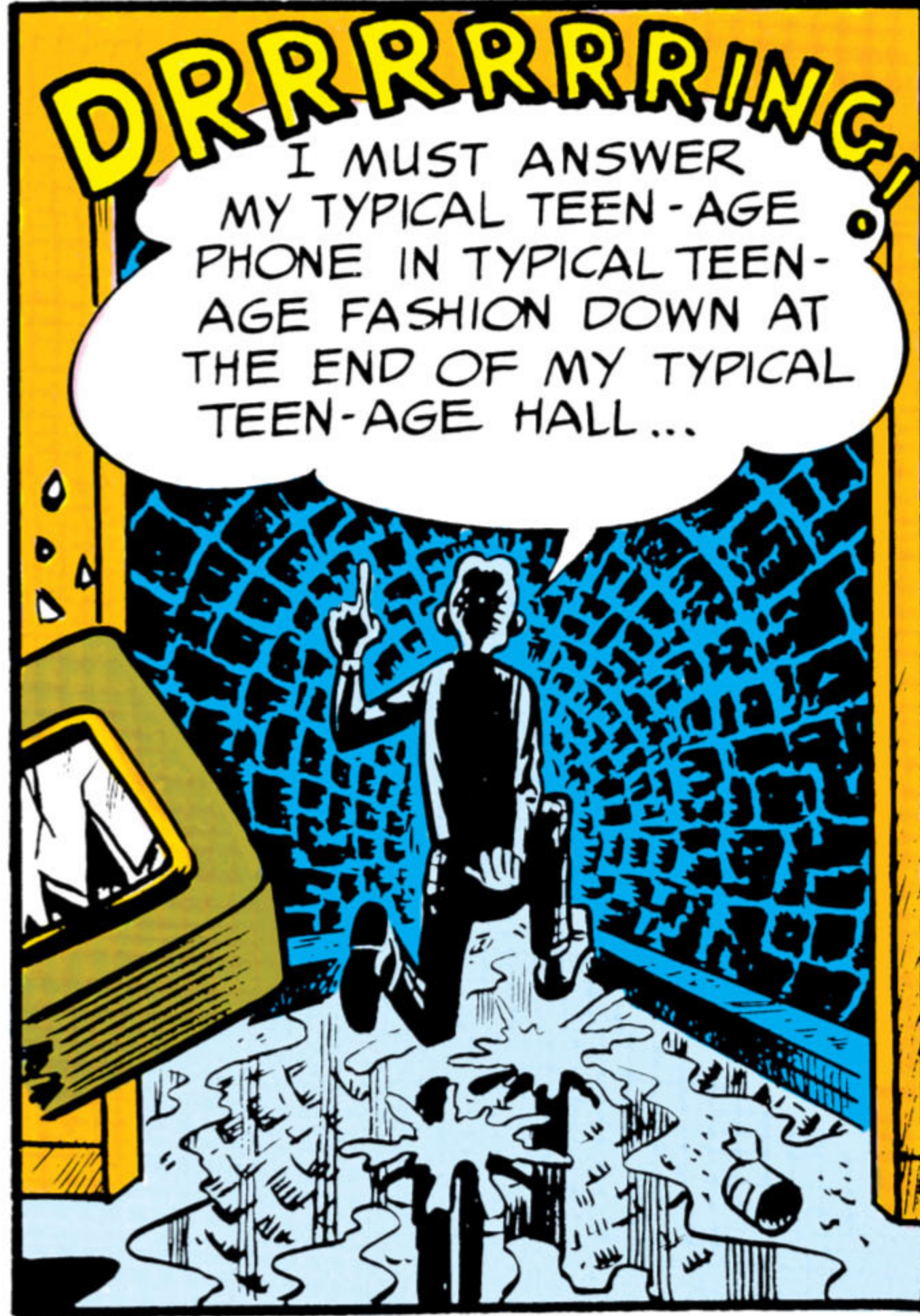
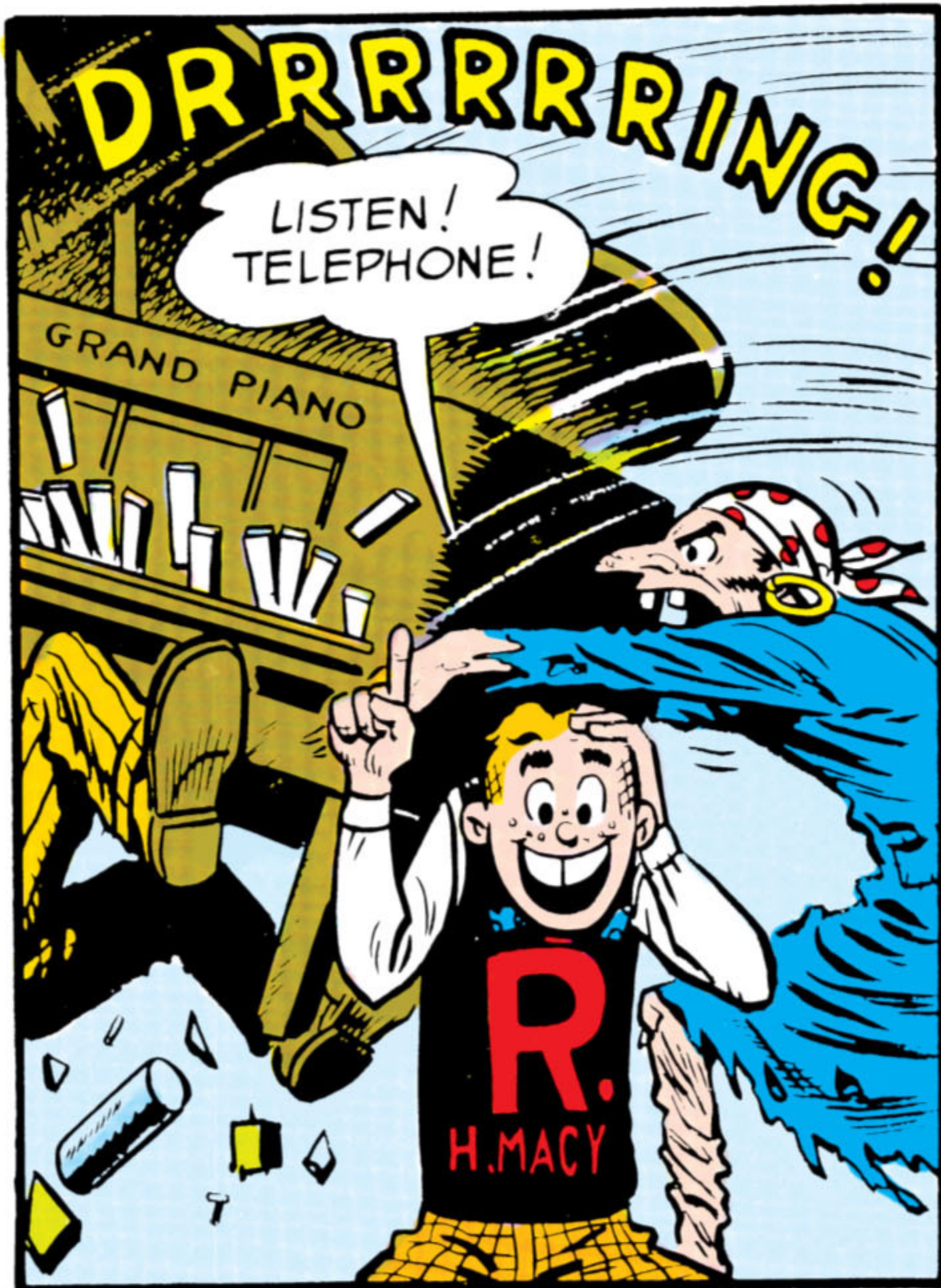
Starchie

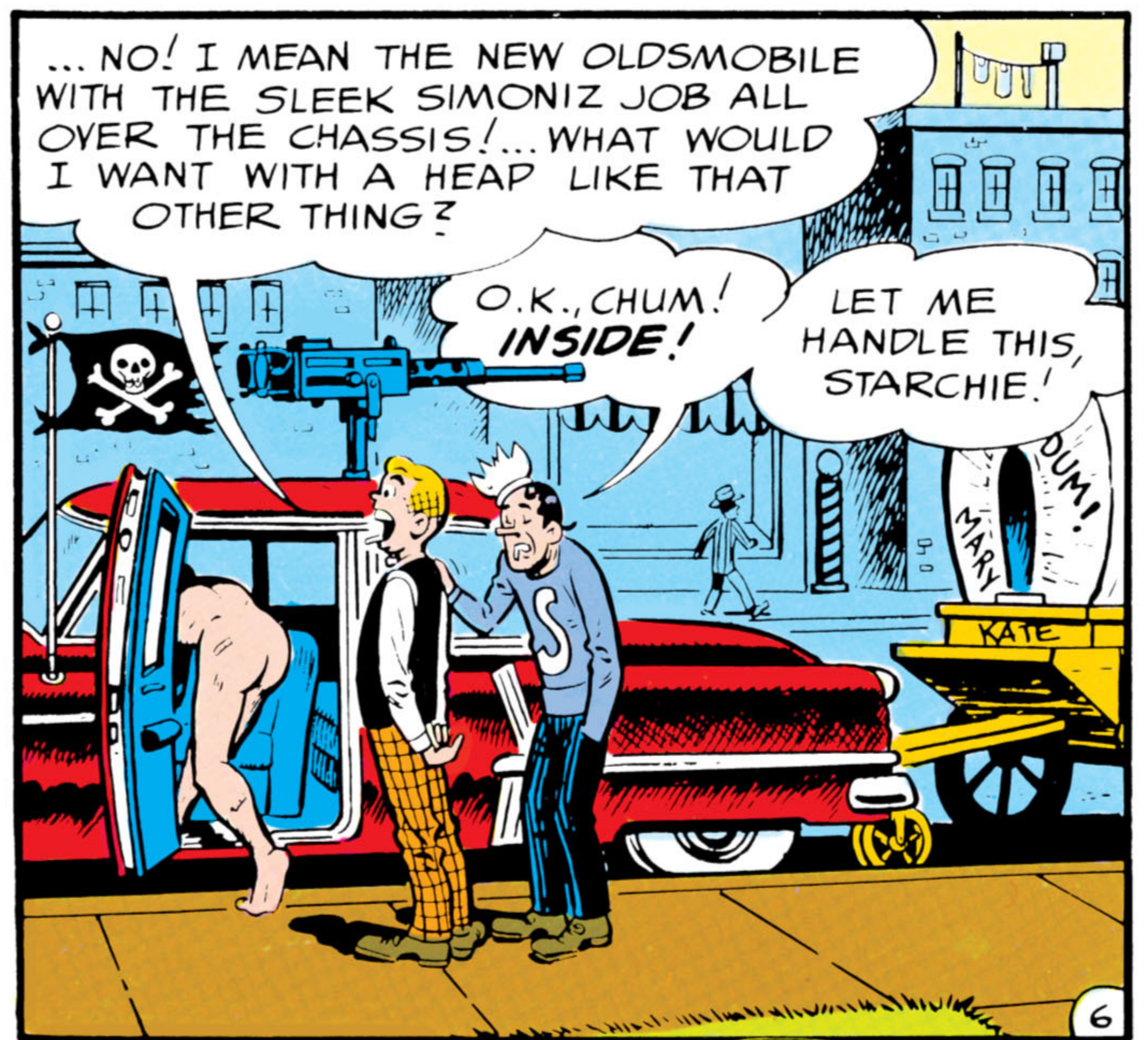
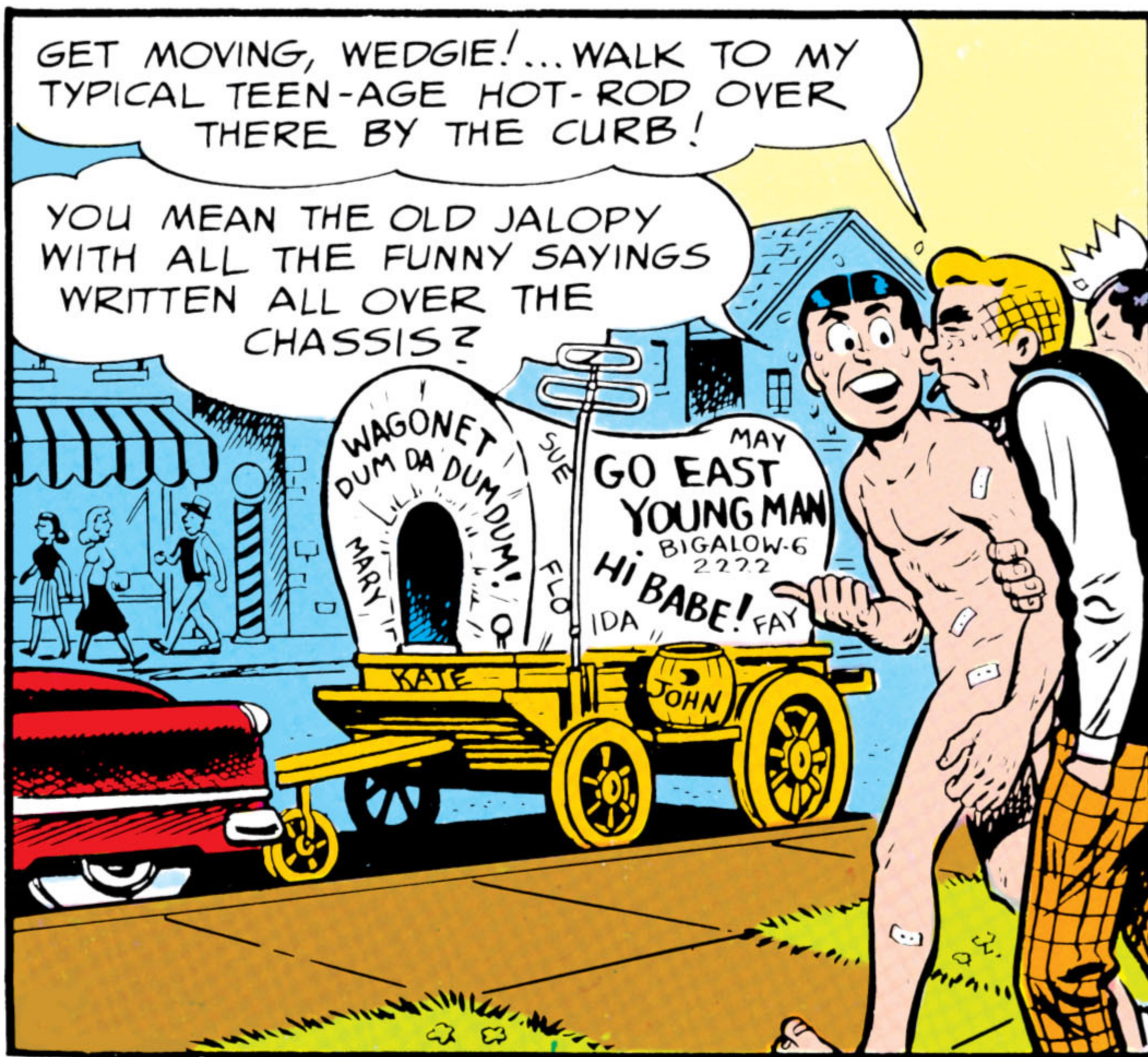
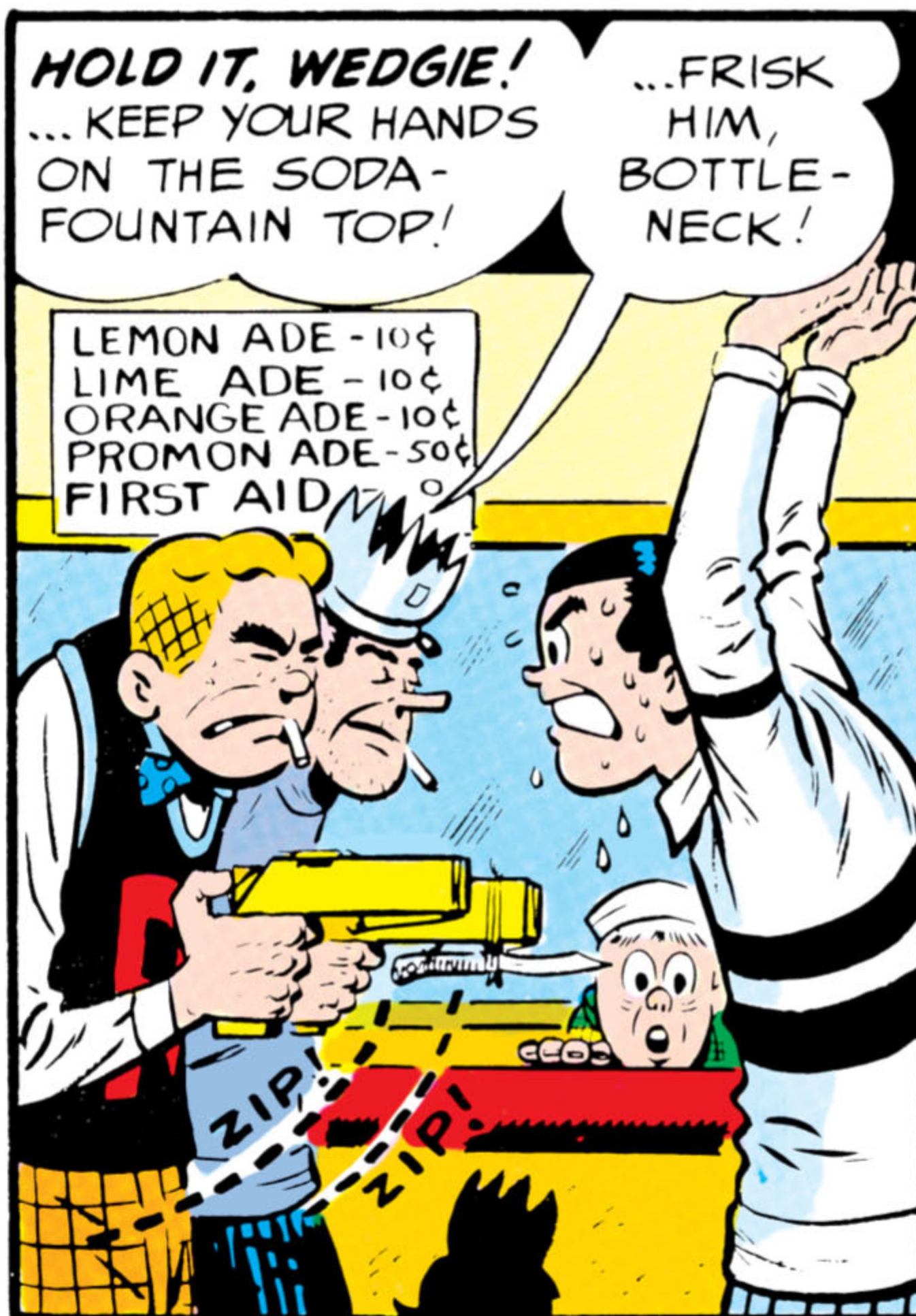
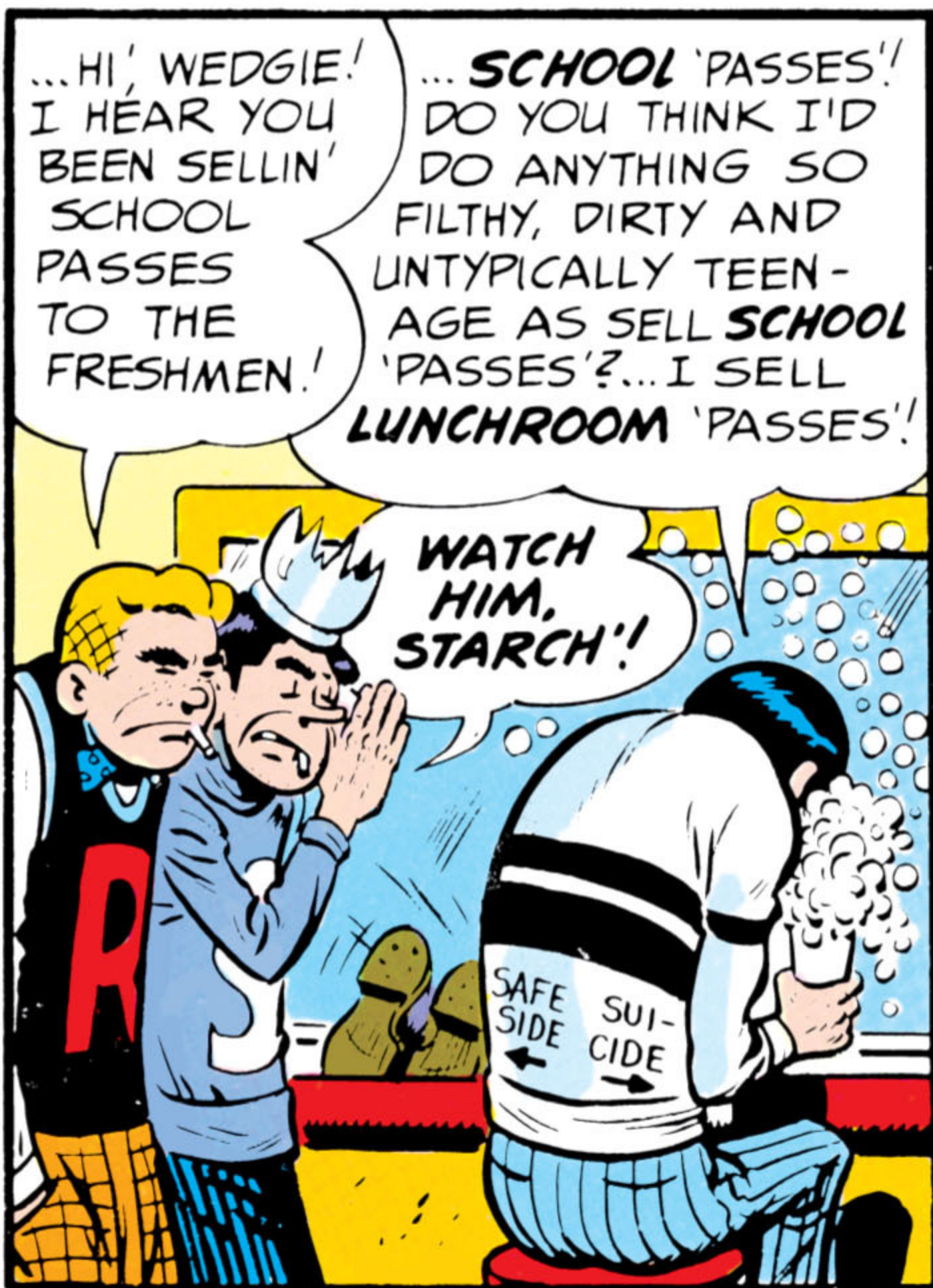
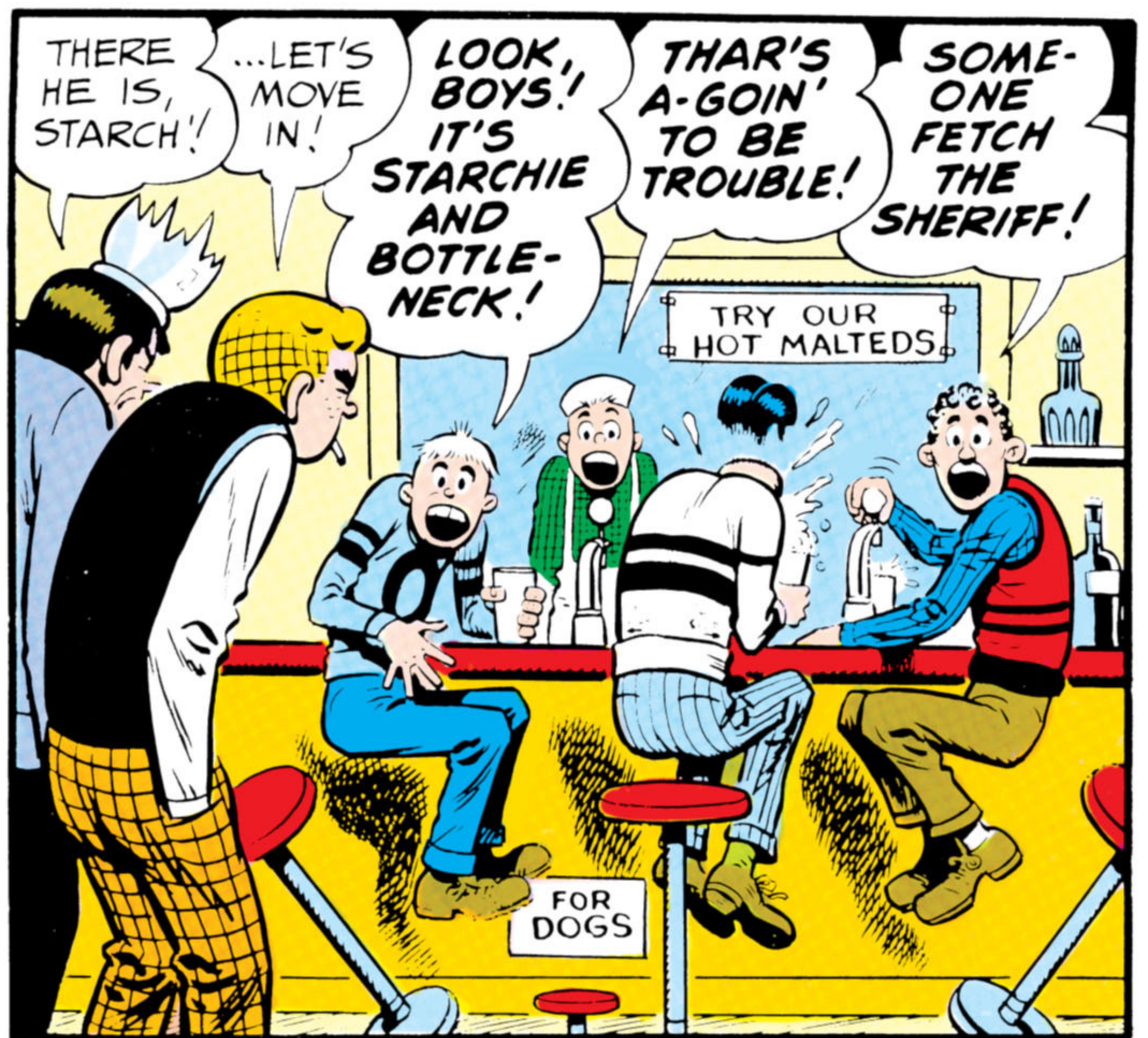
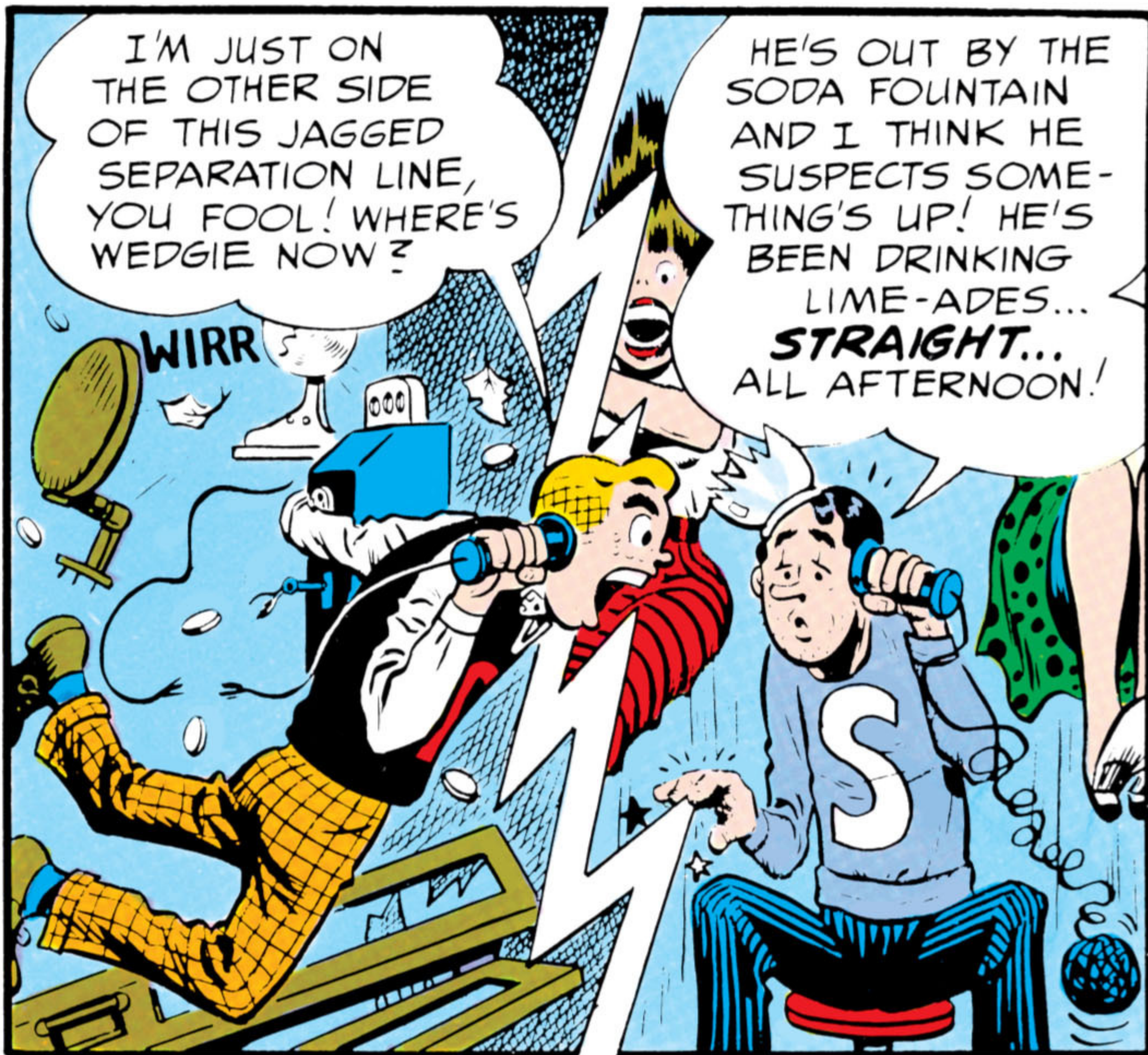


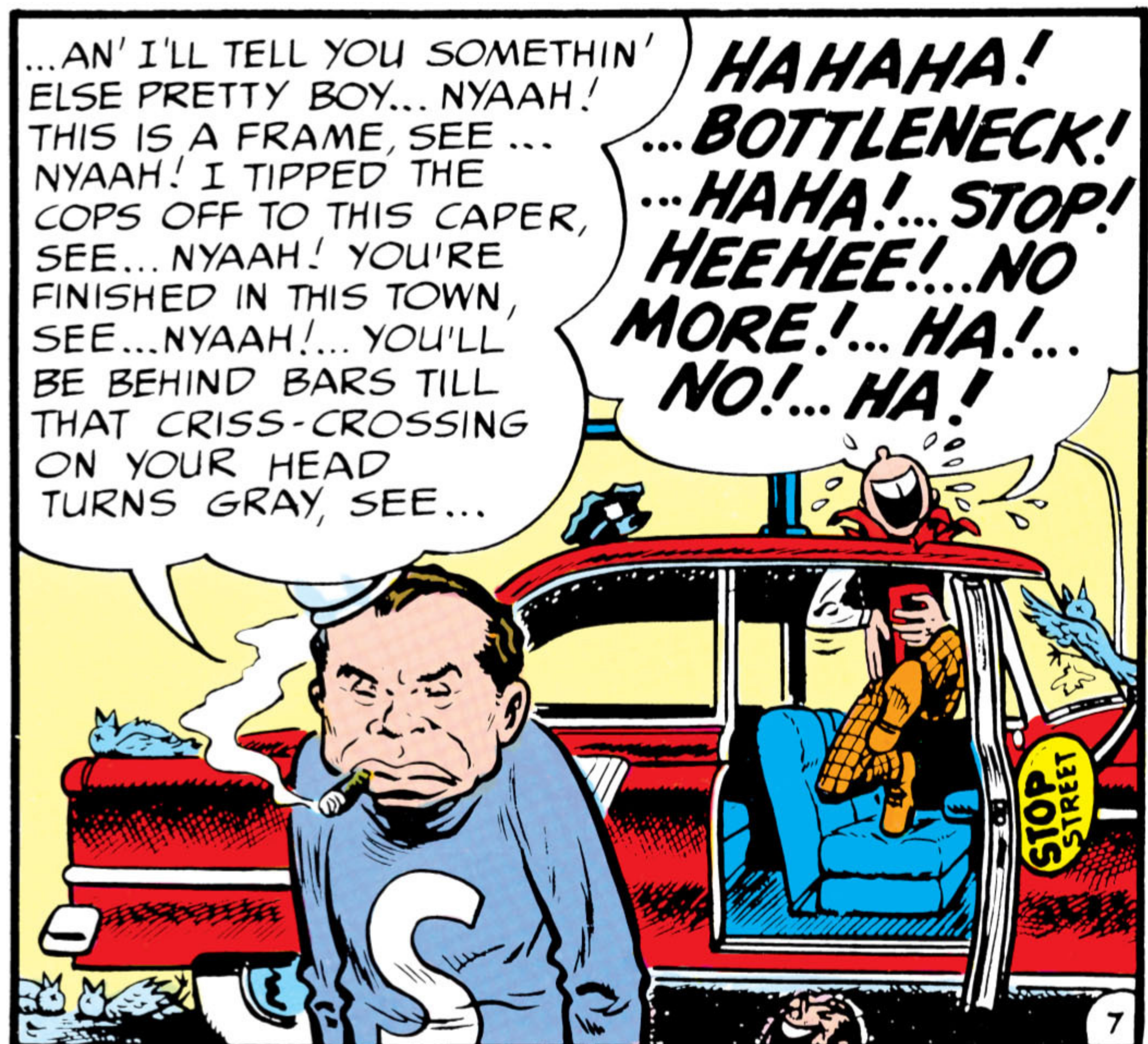
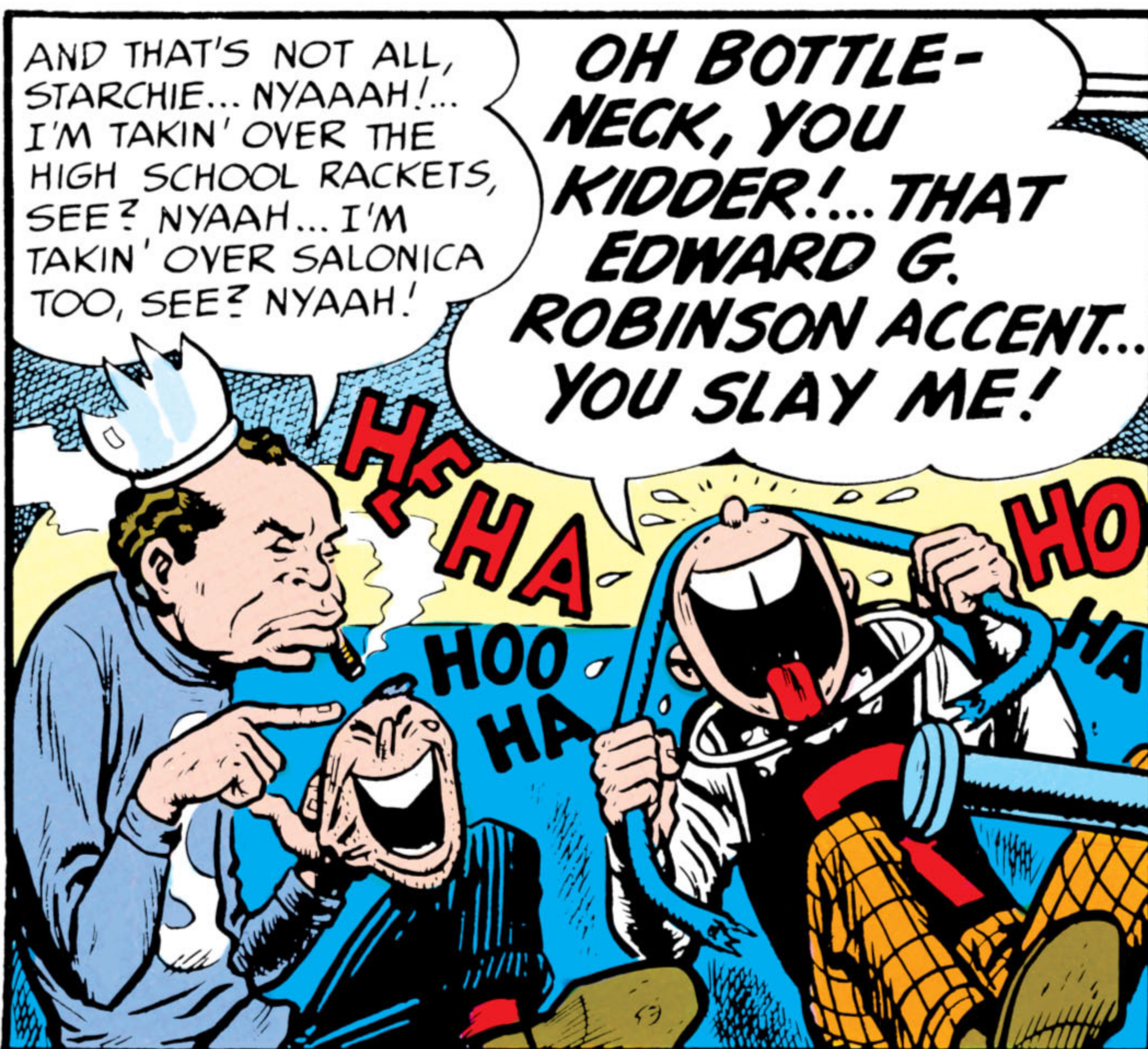
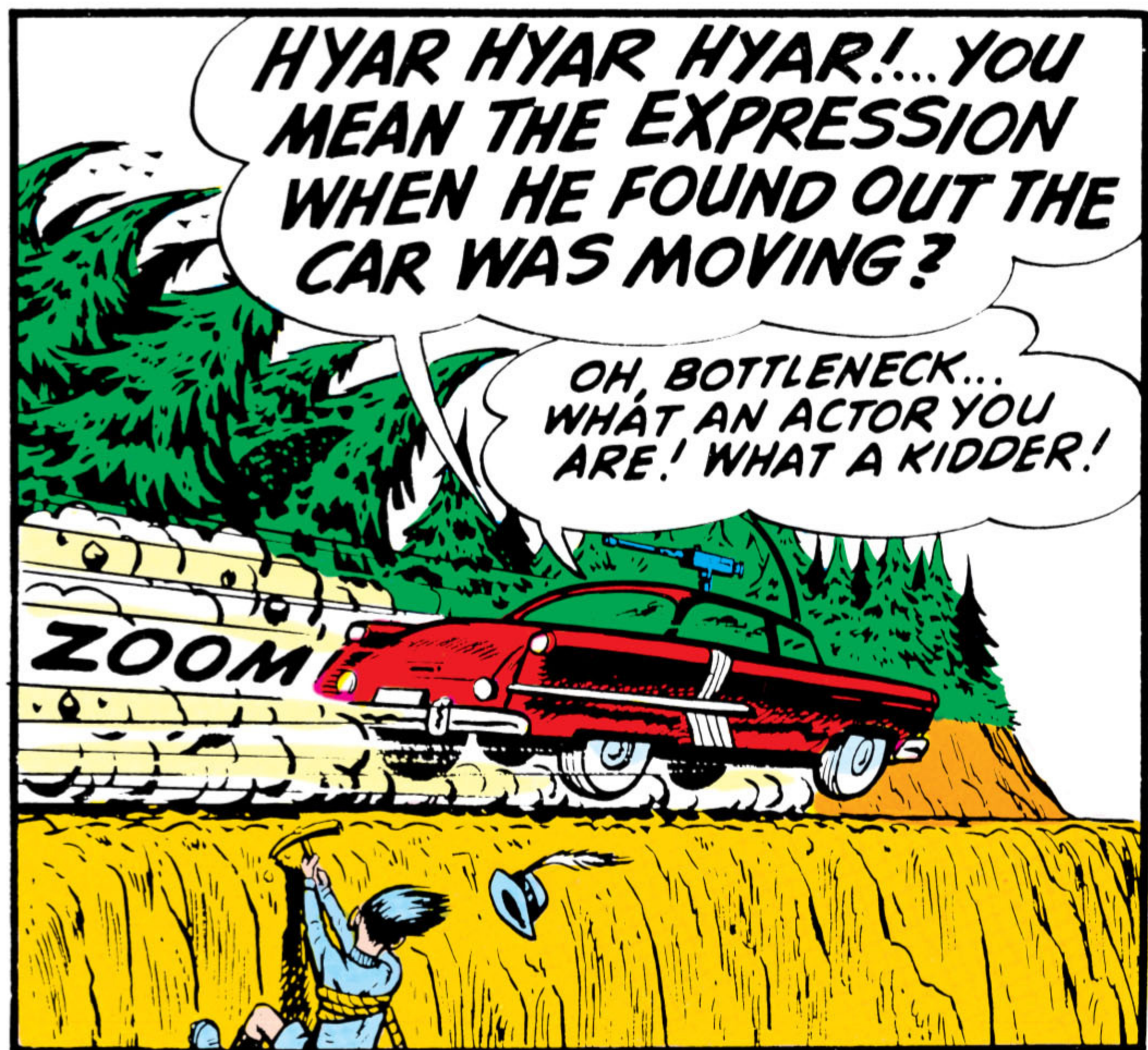
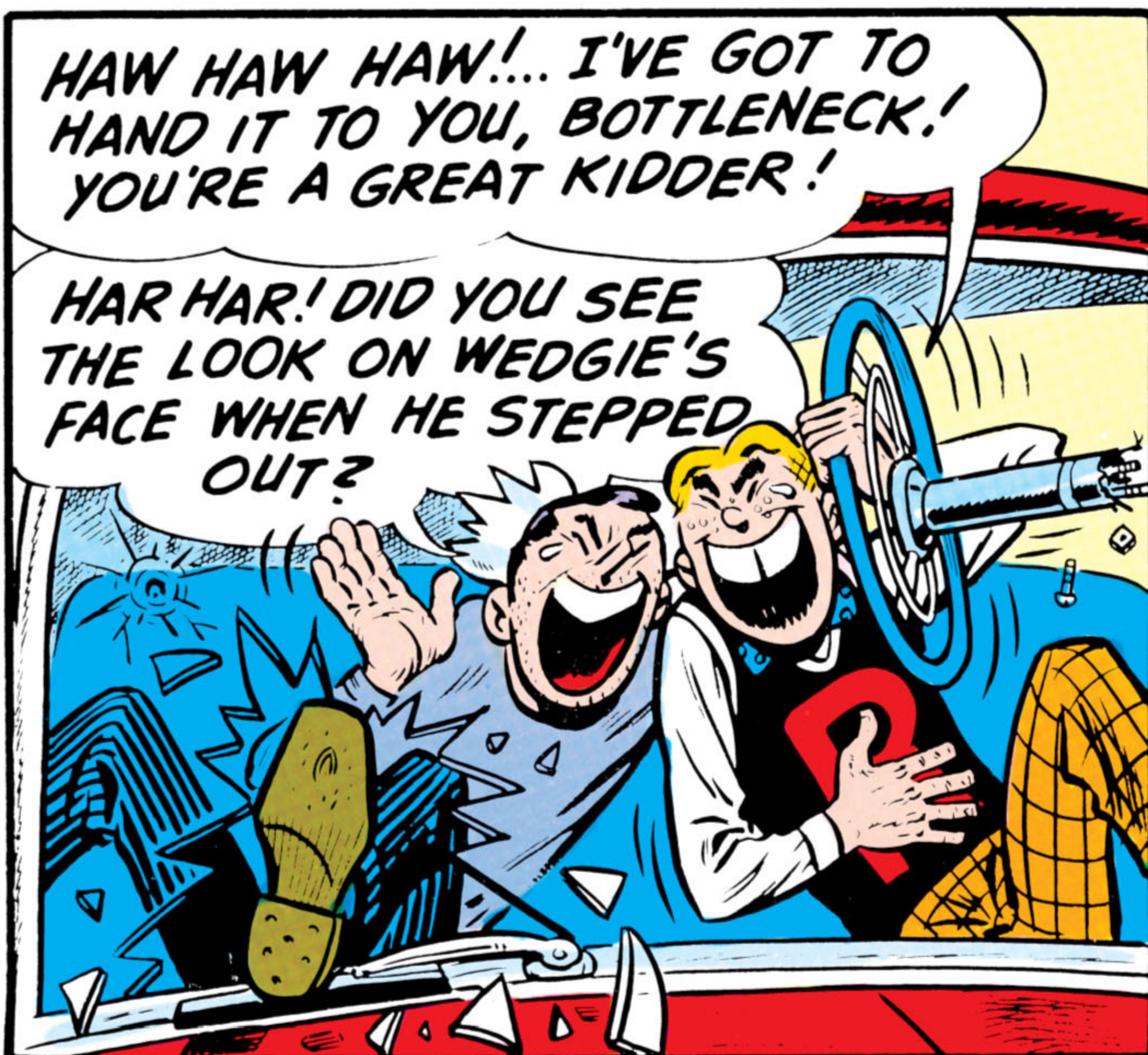
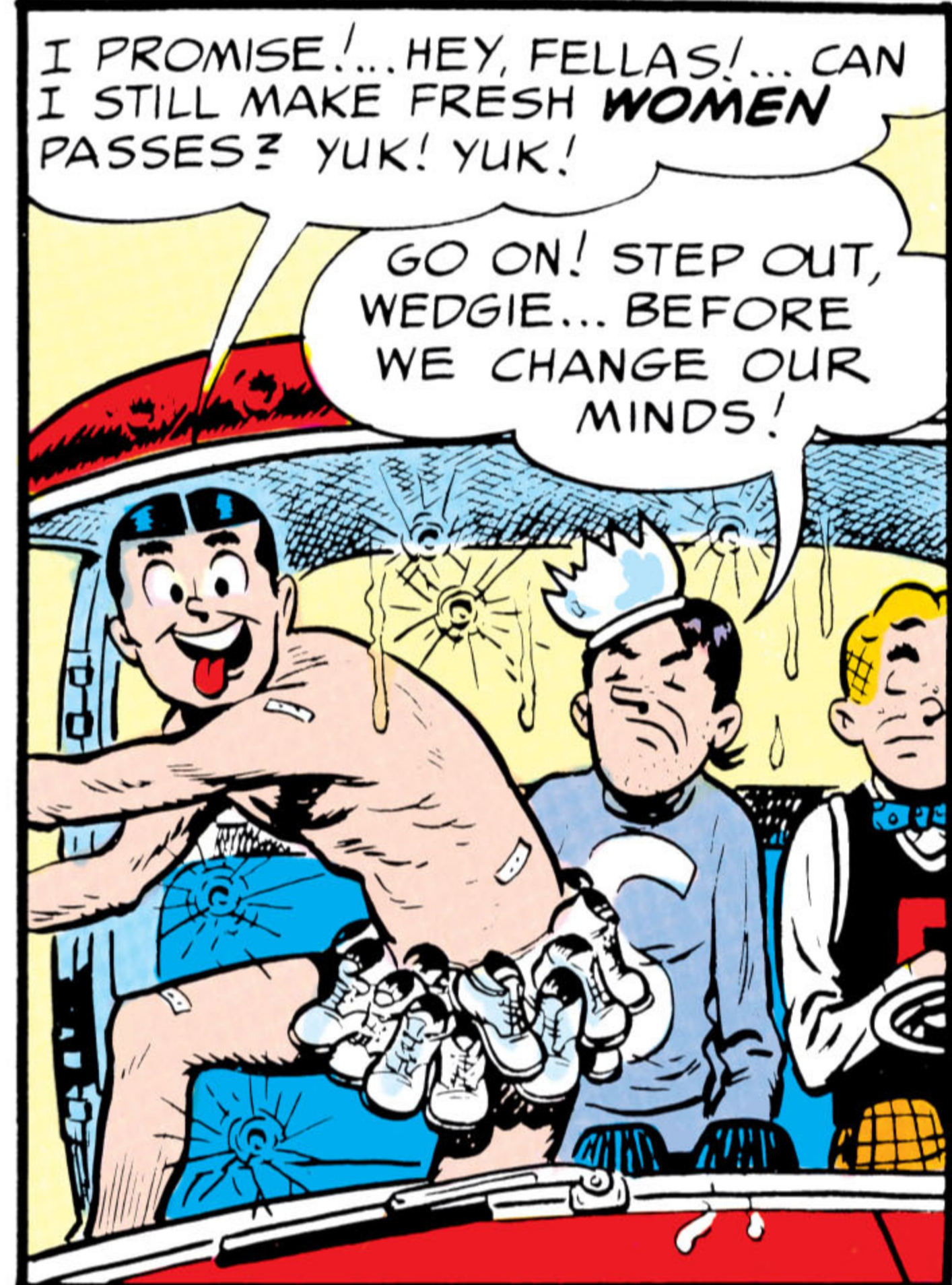
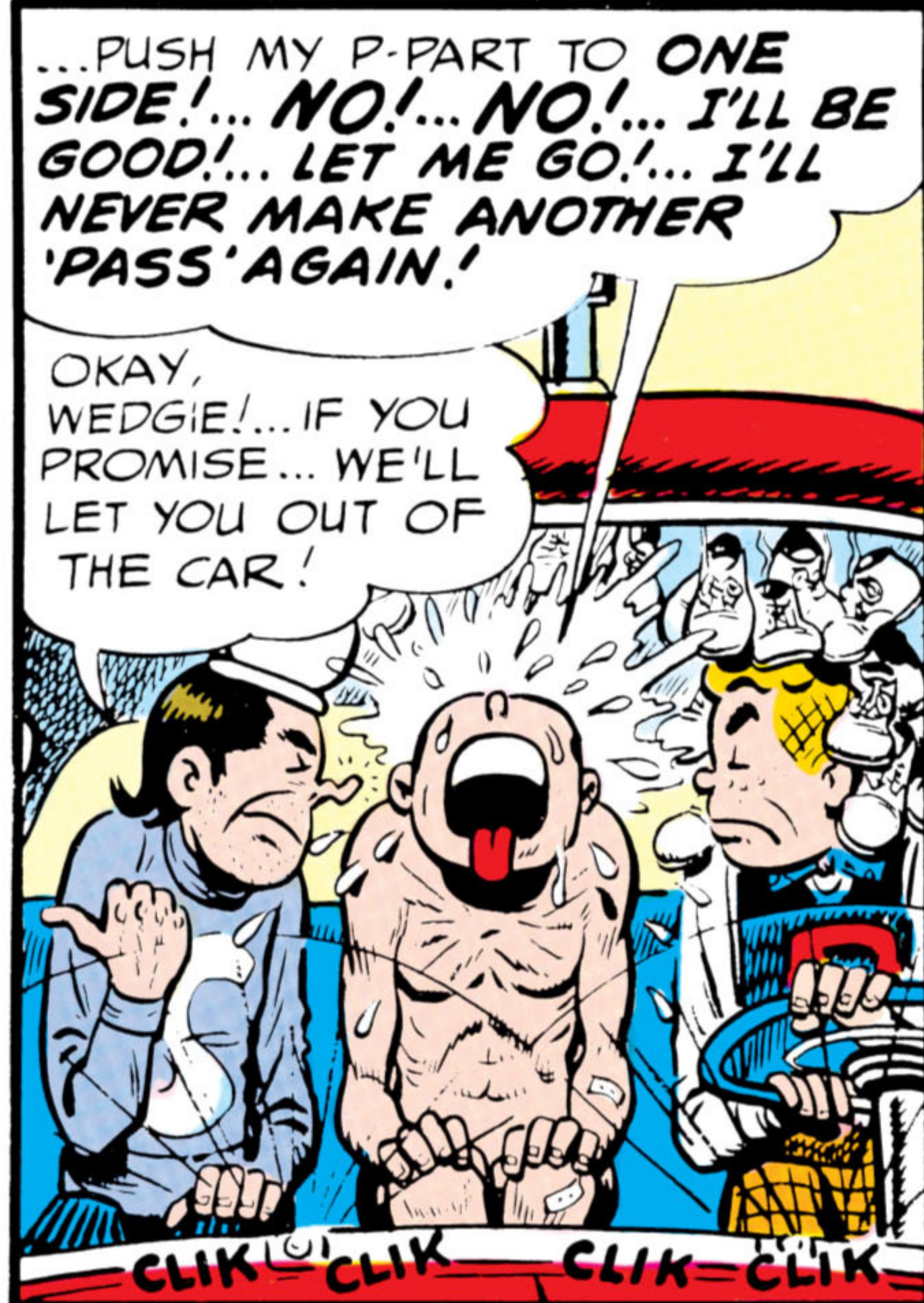
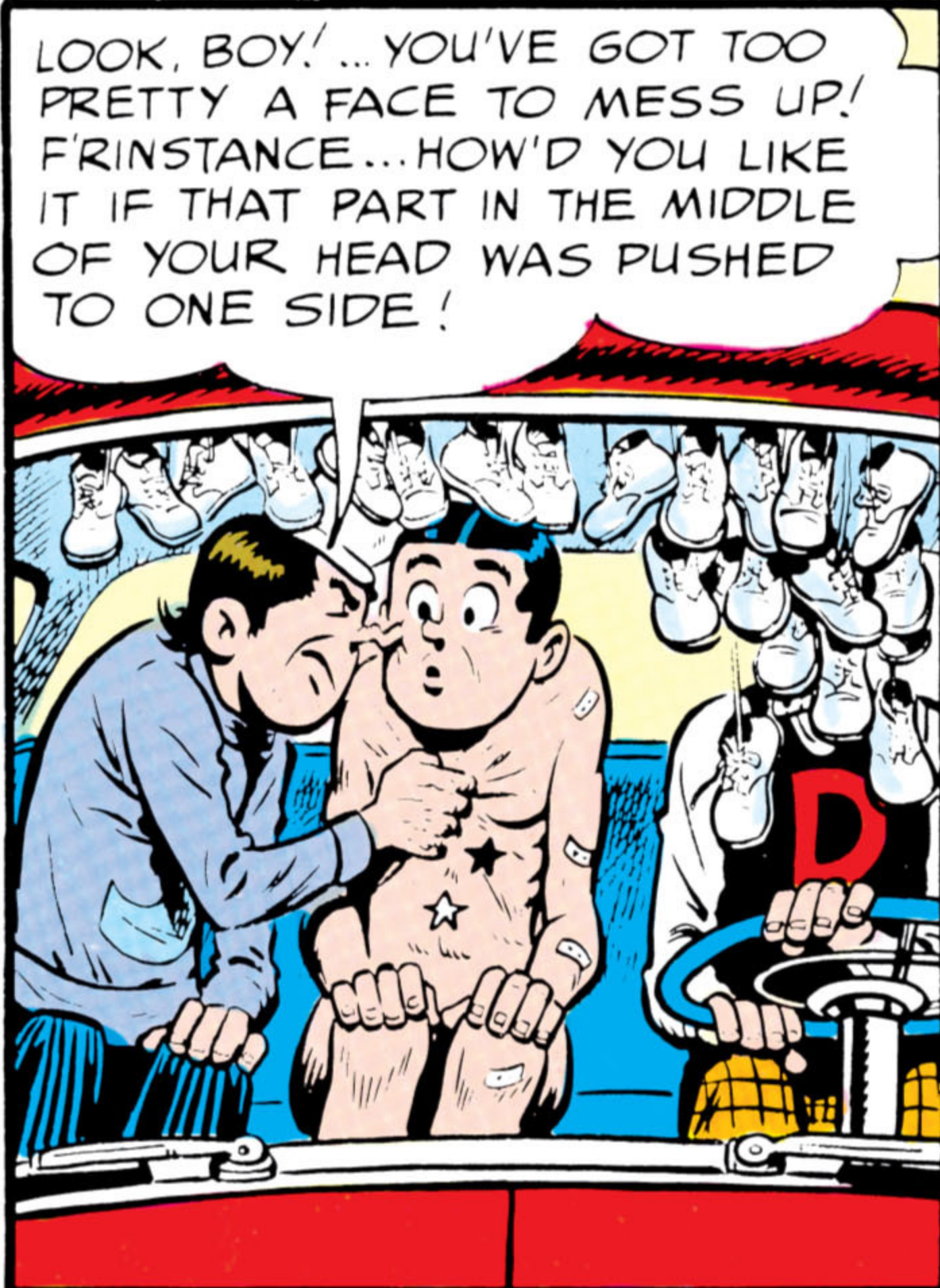


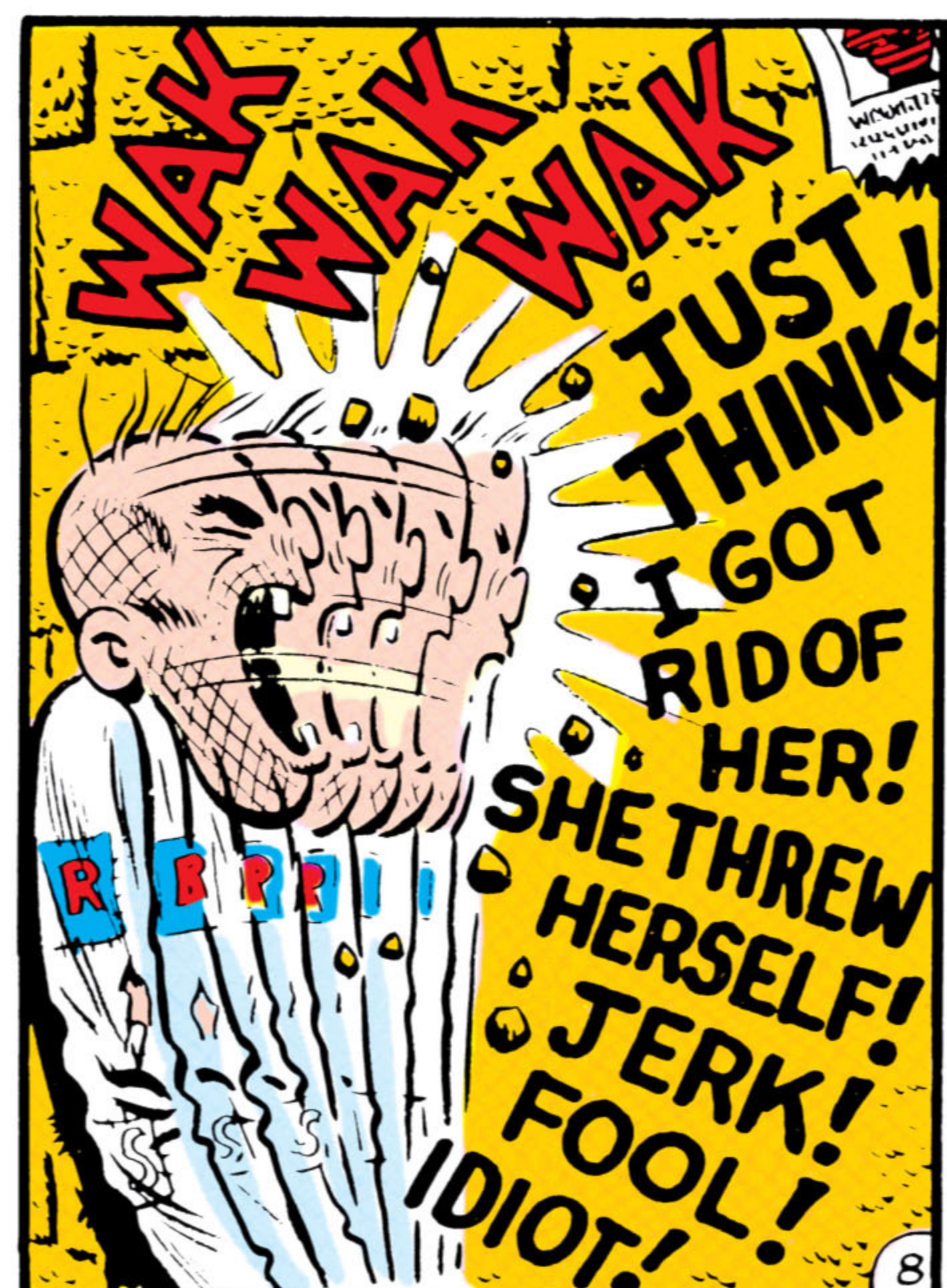
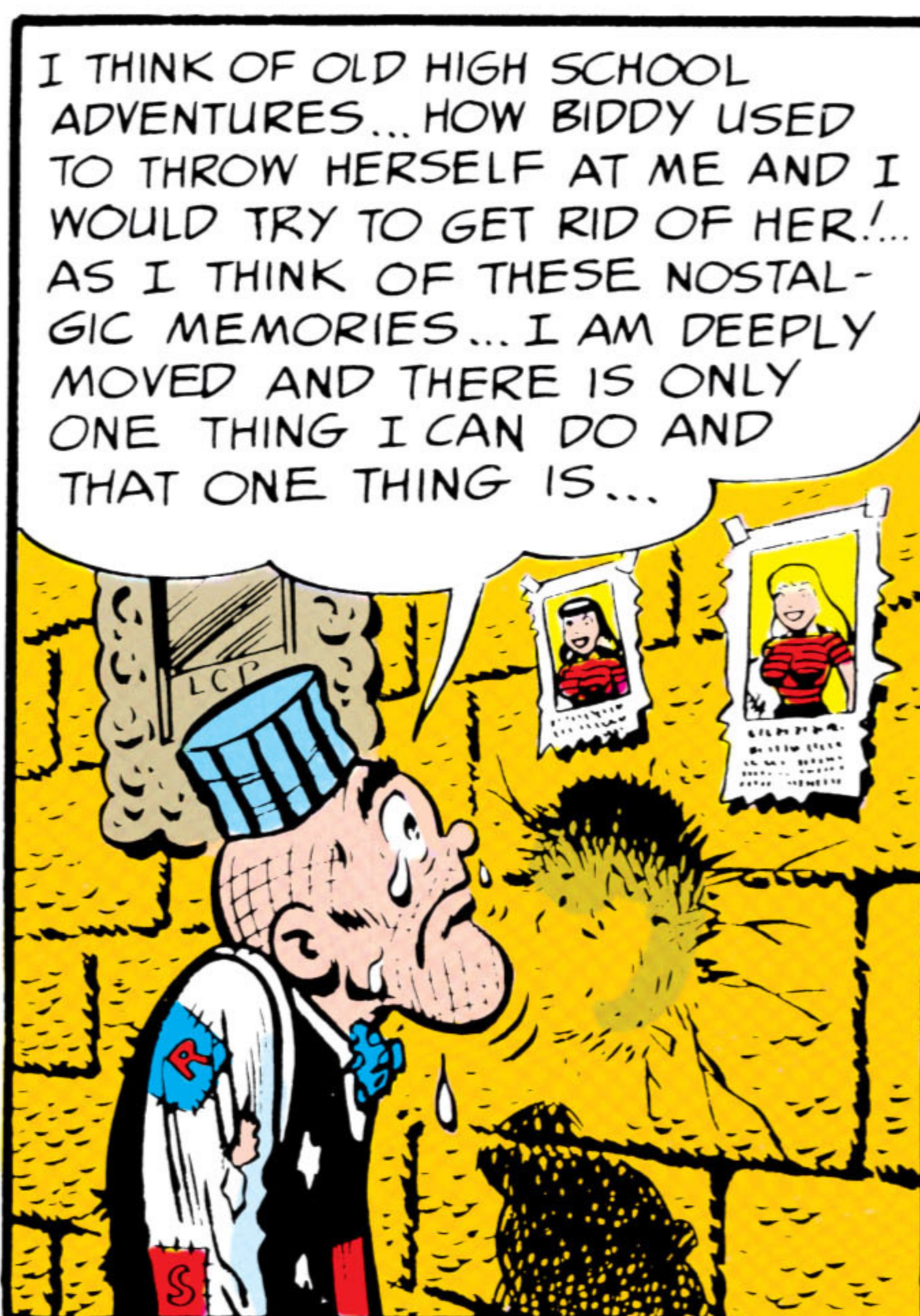
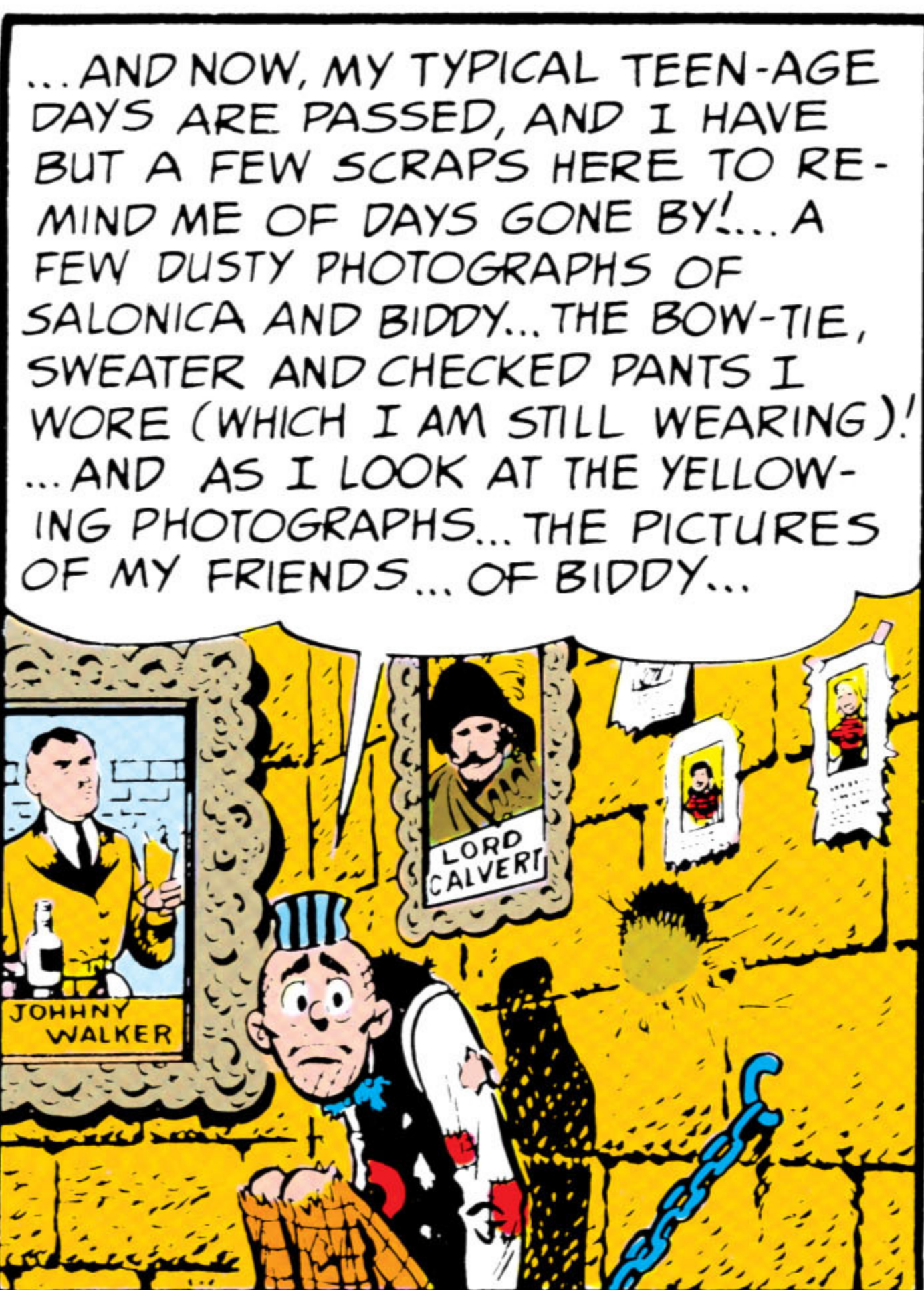
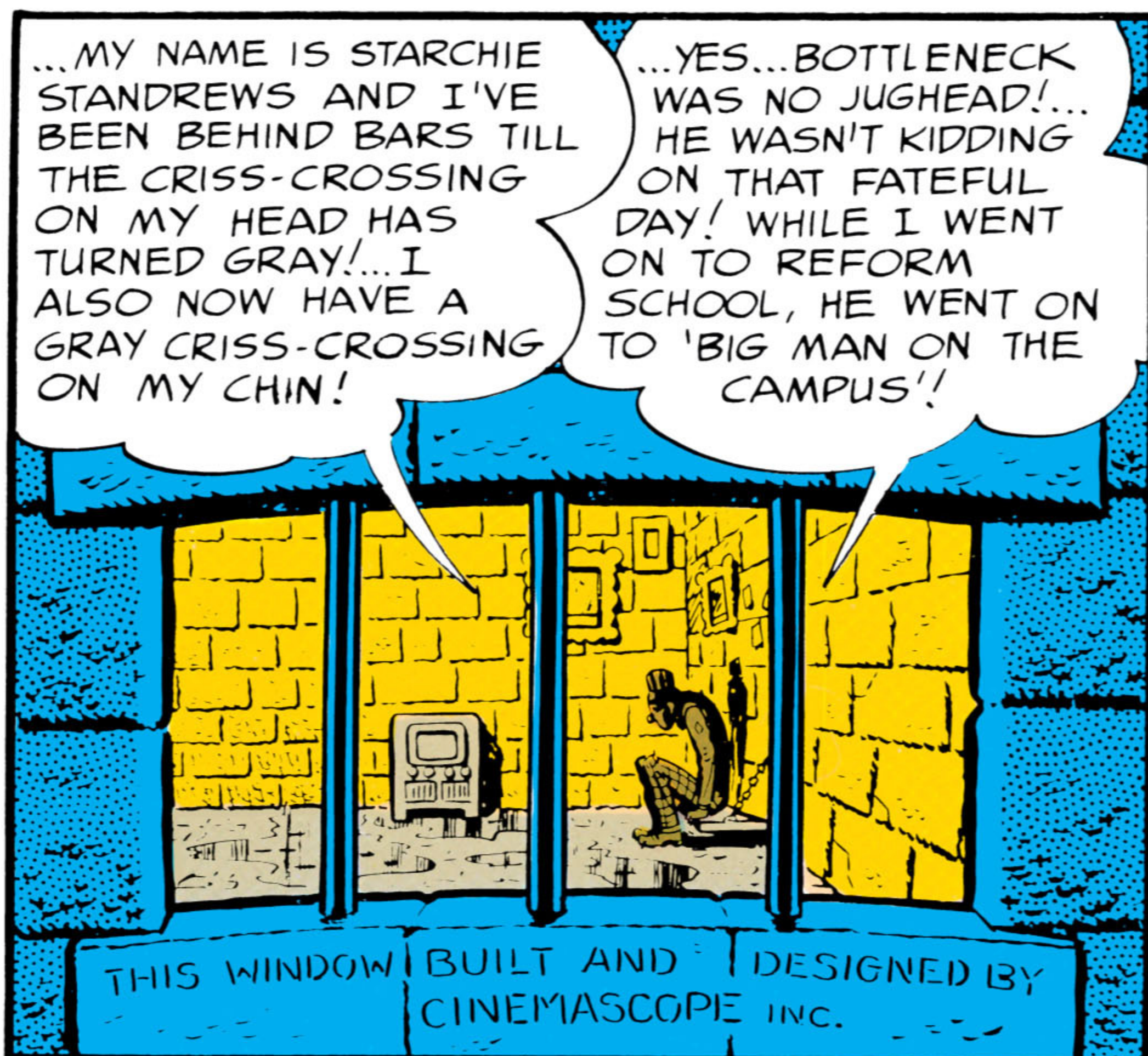
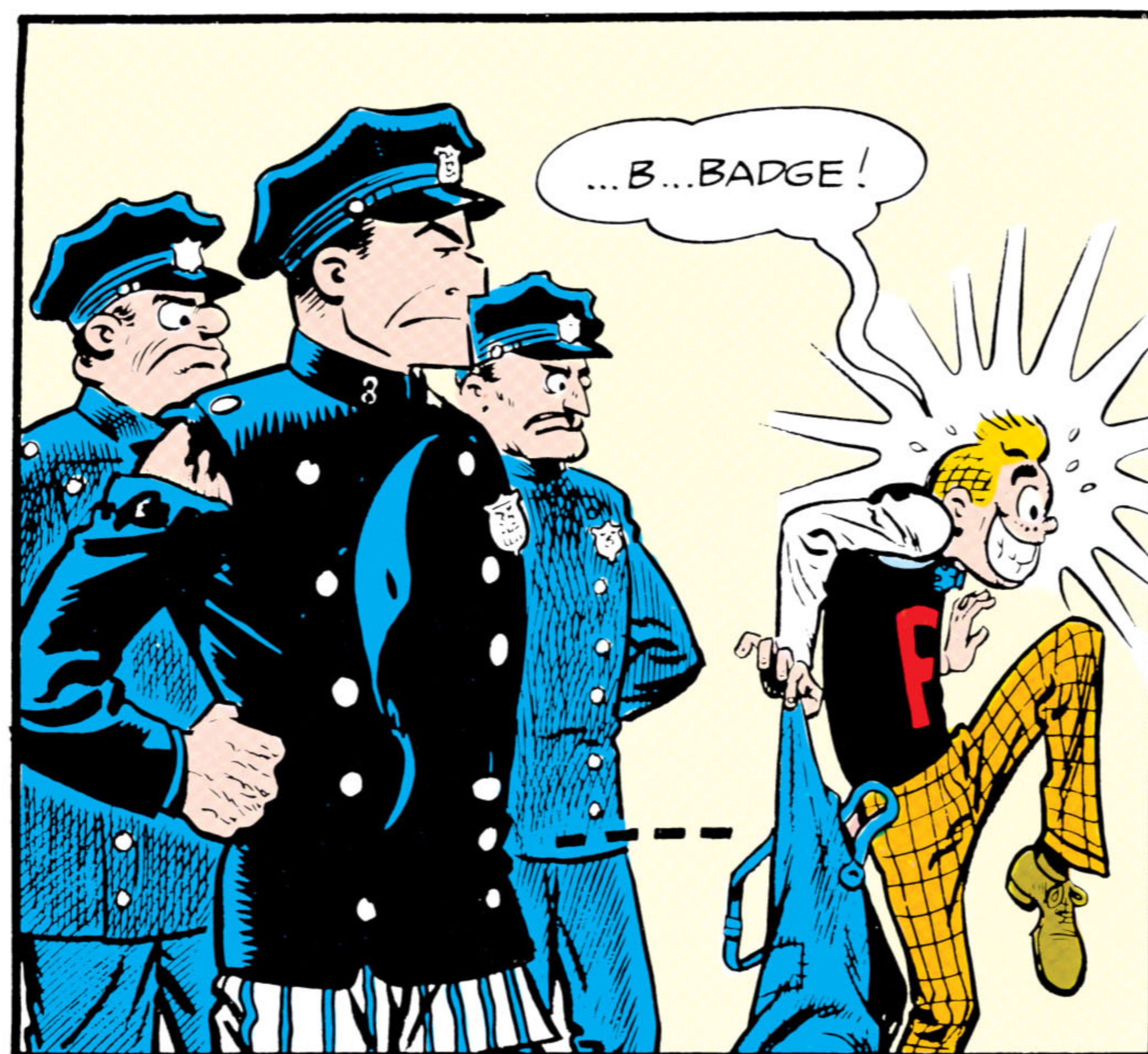
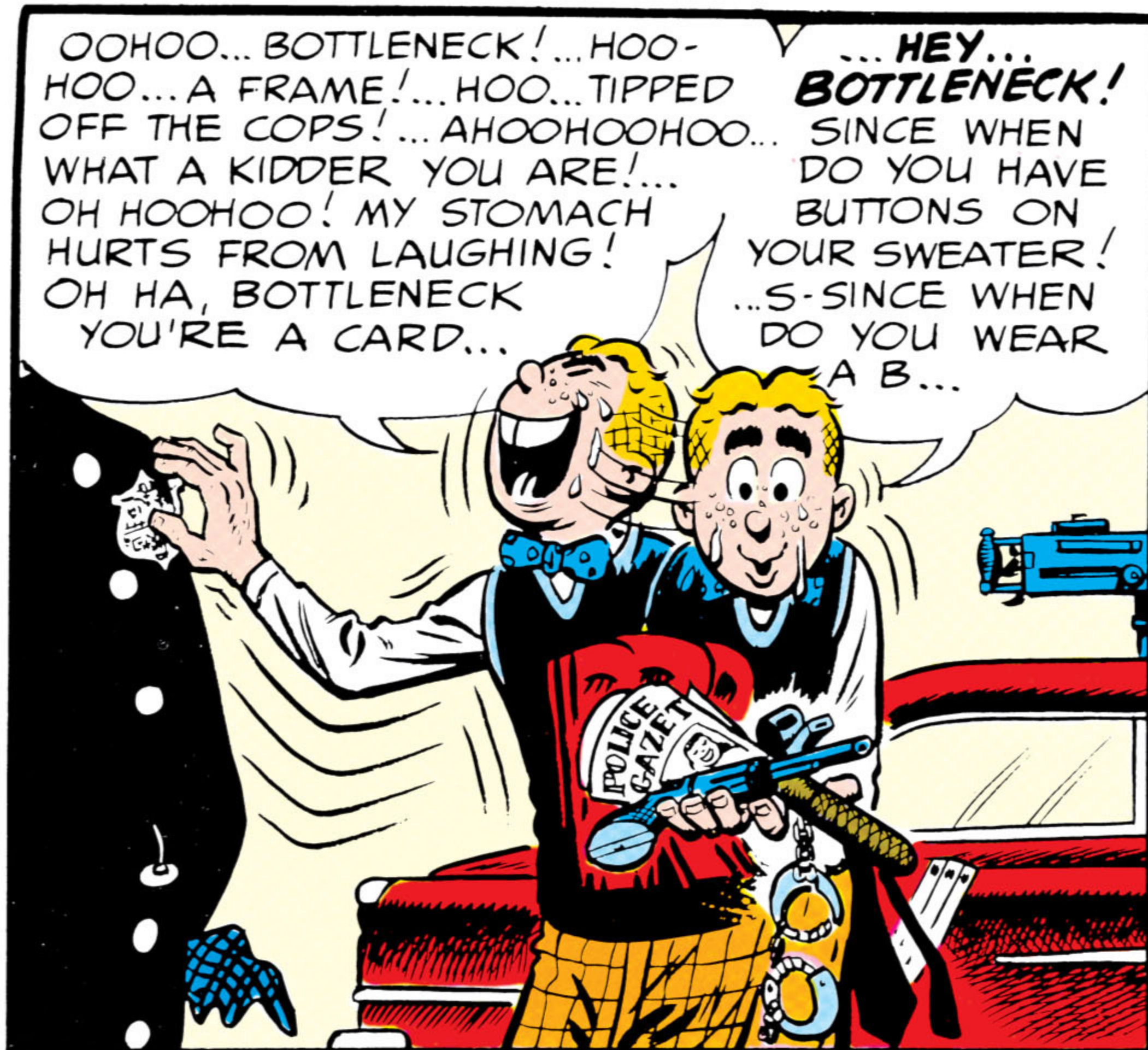






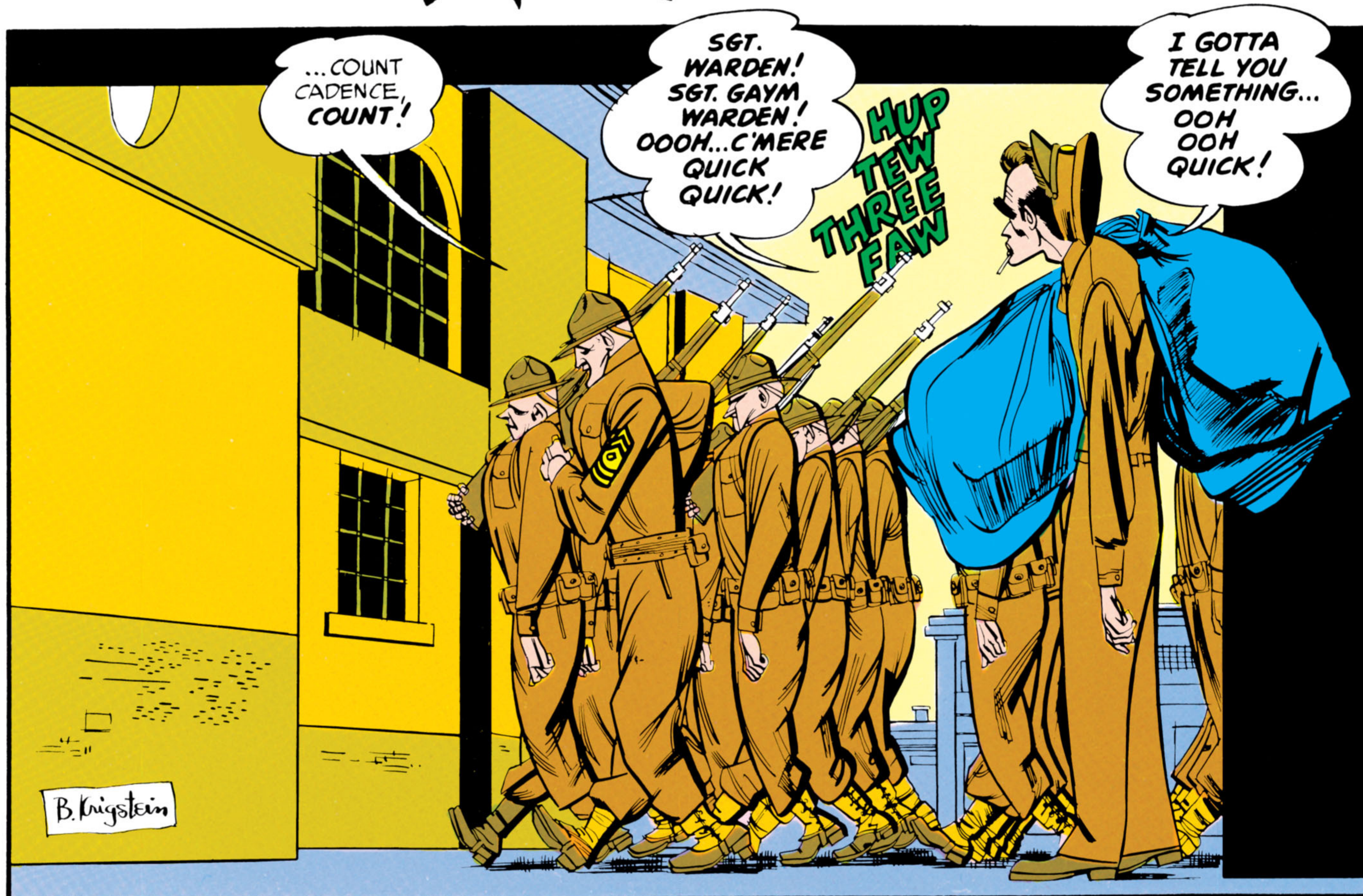


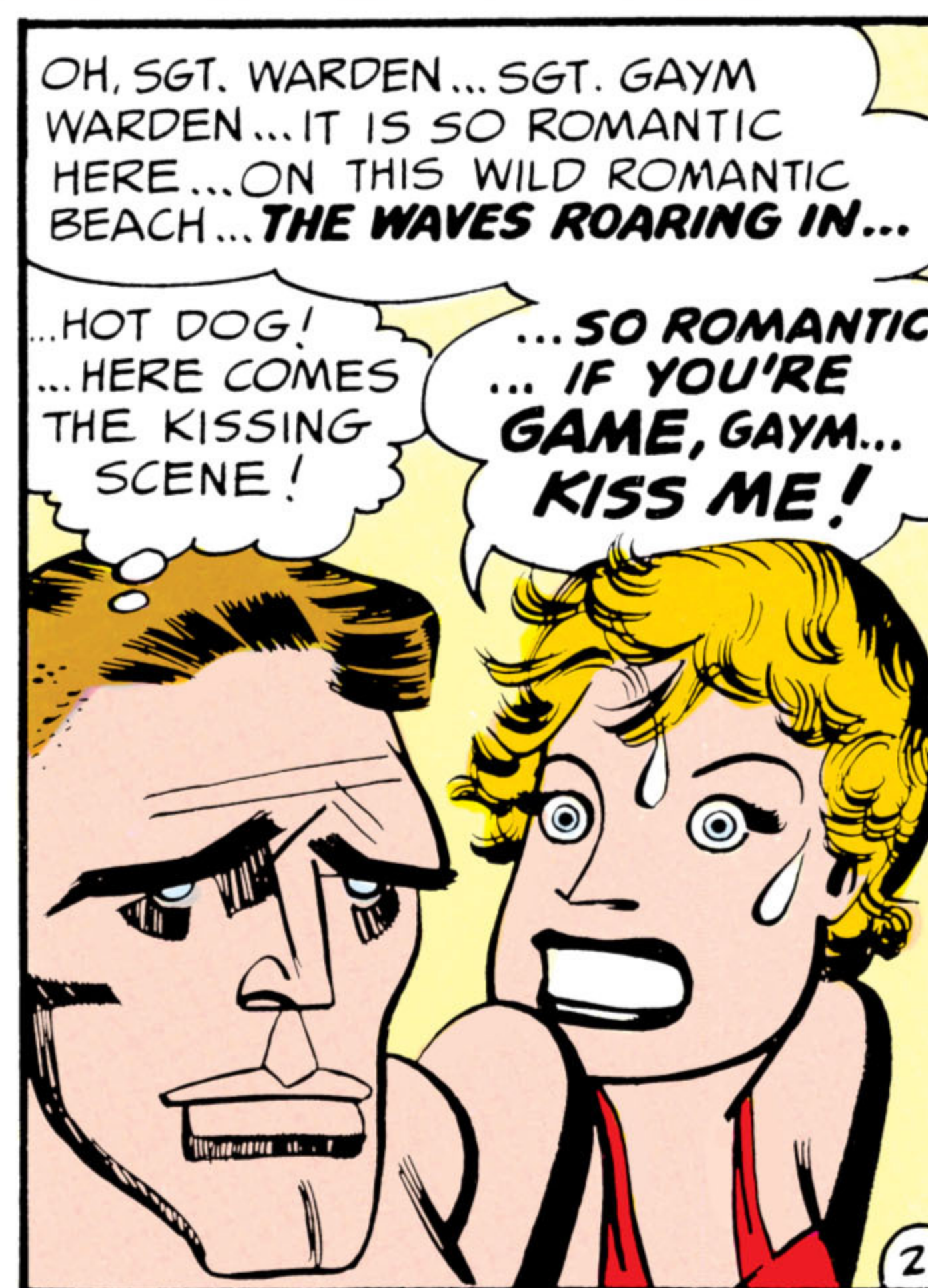
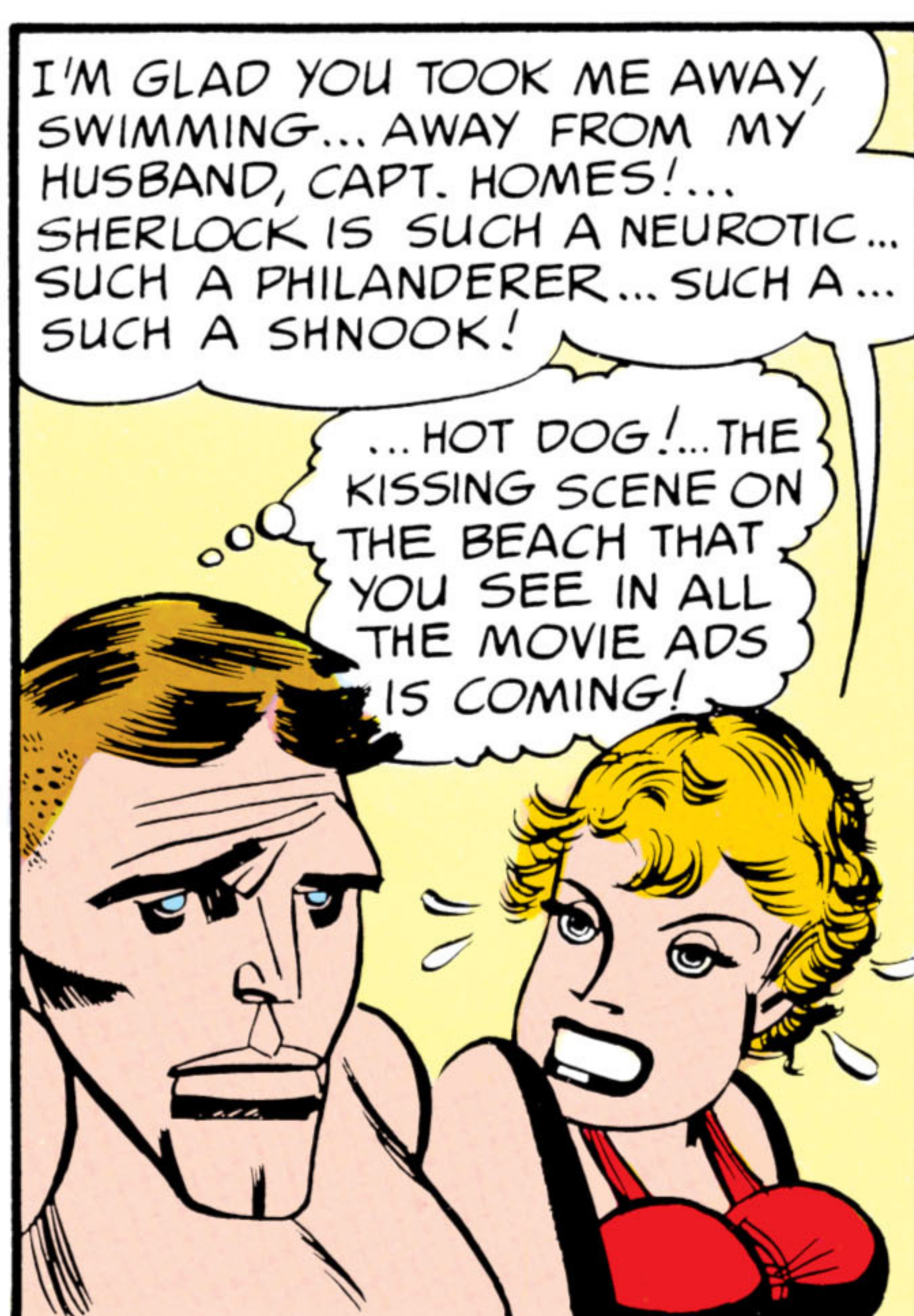
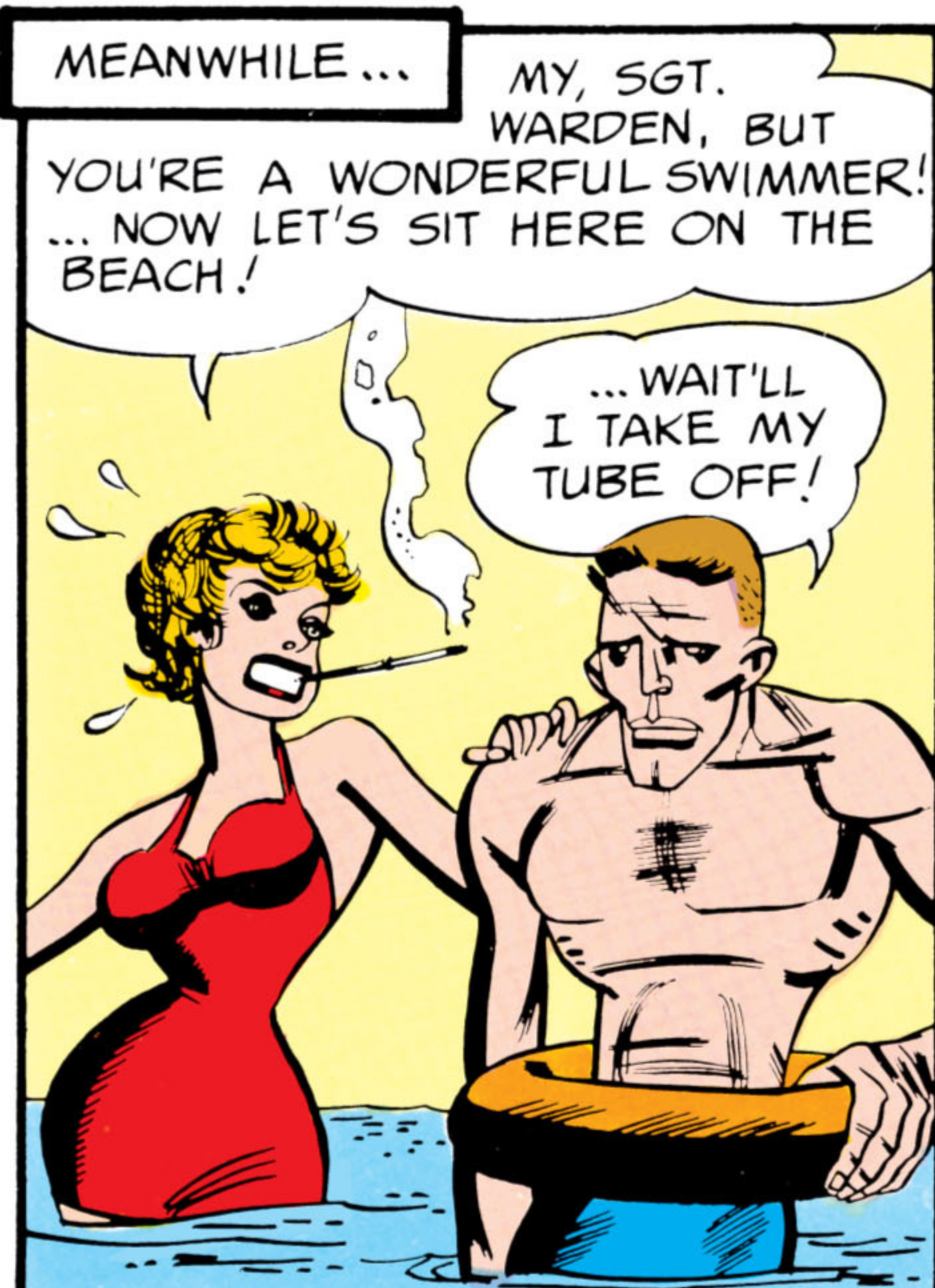
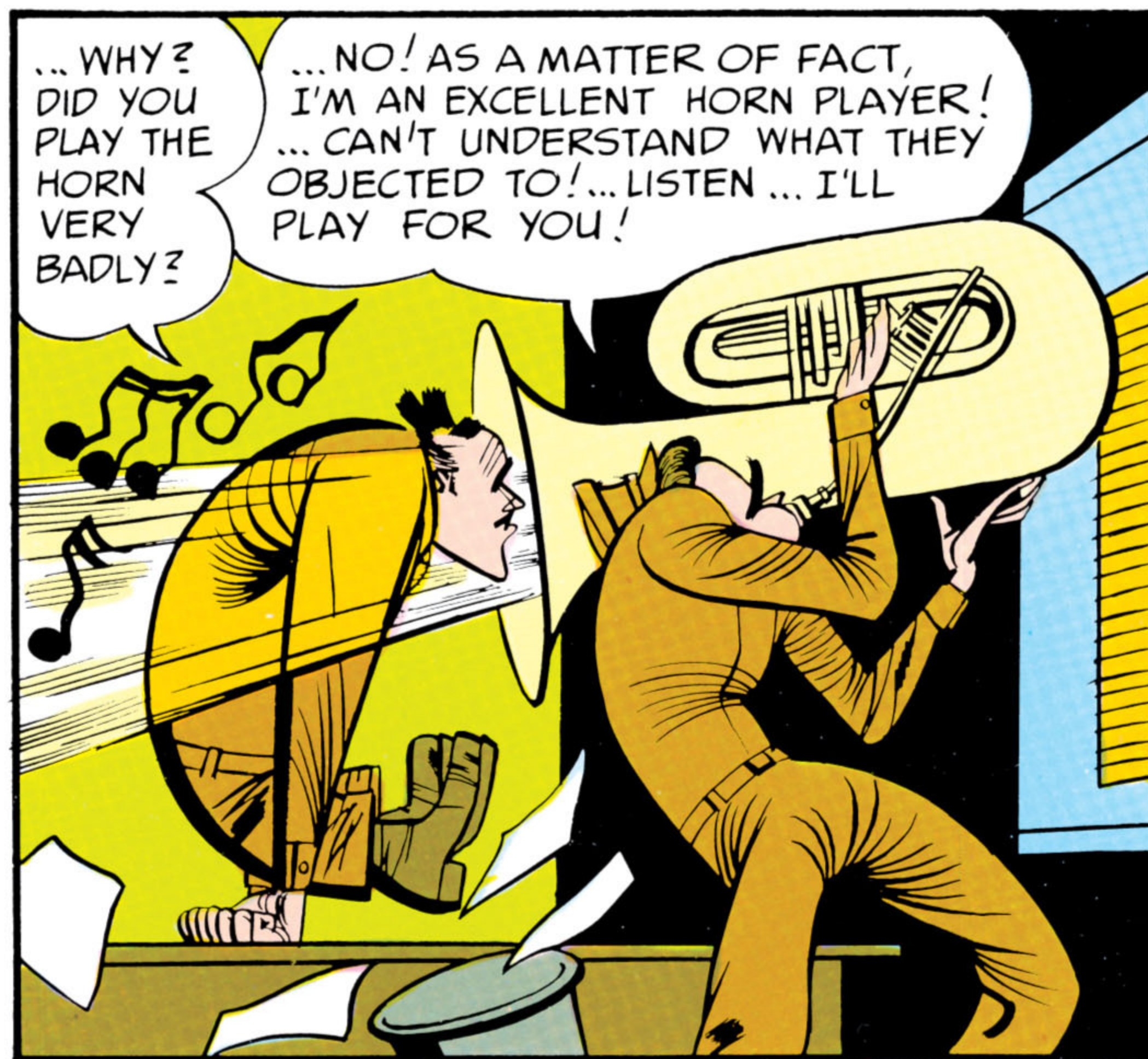
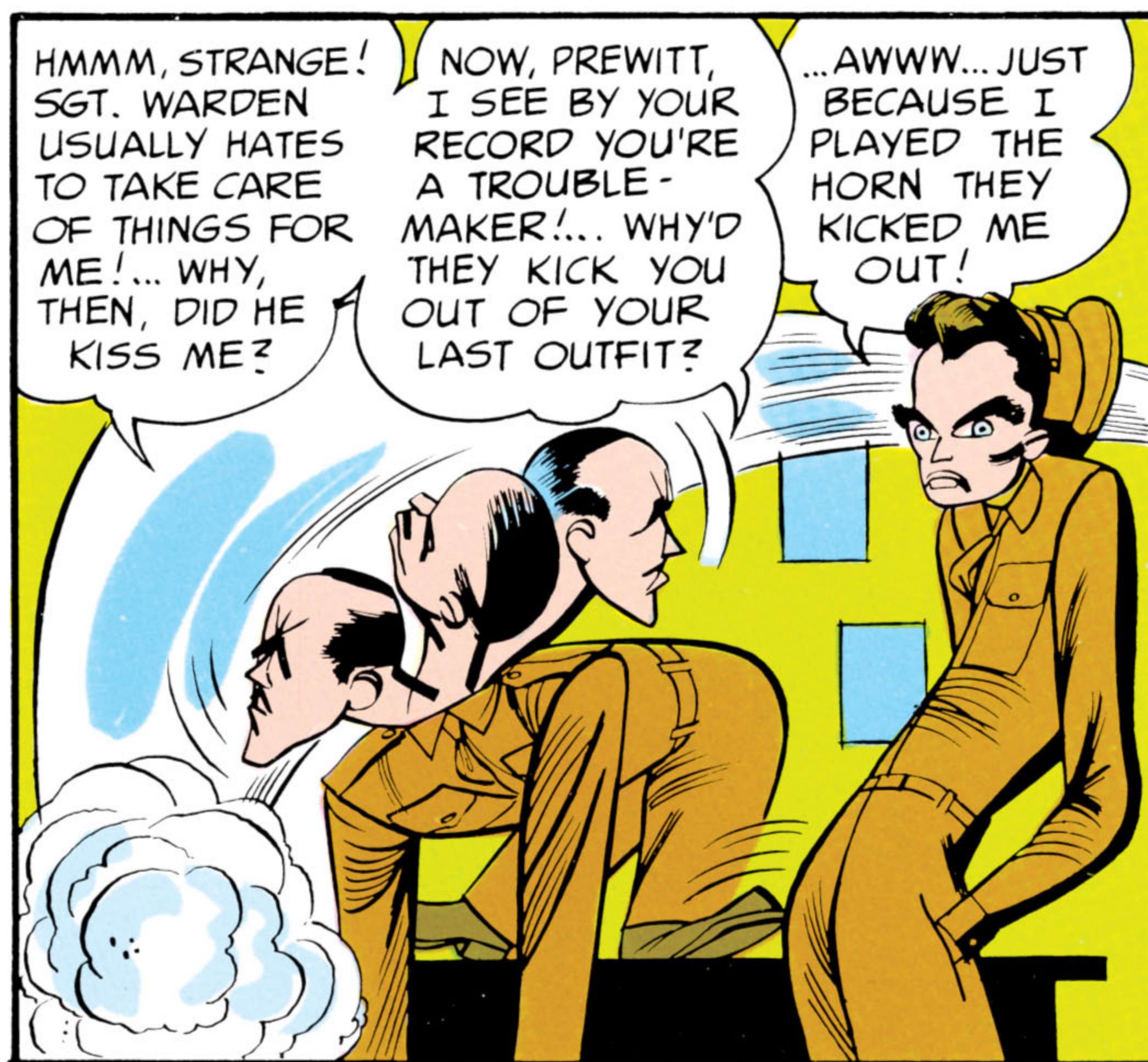
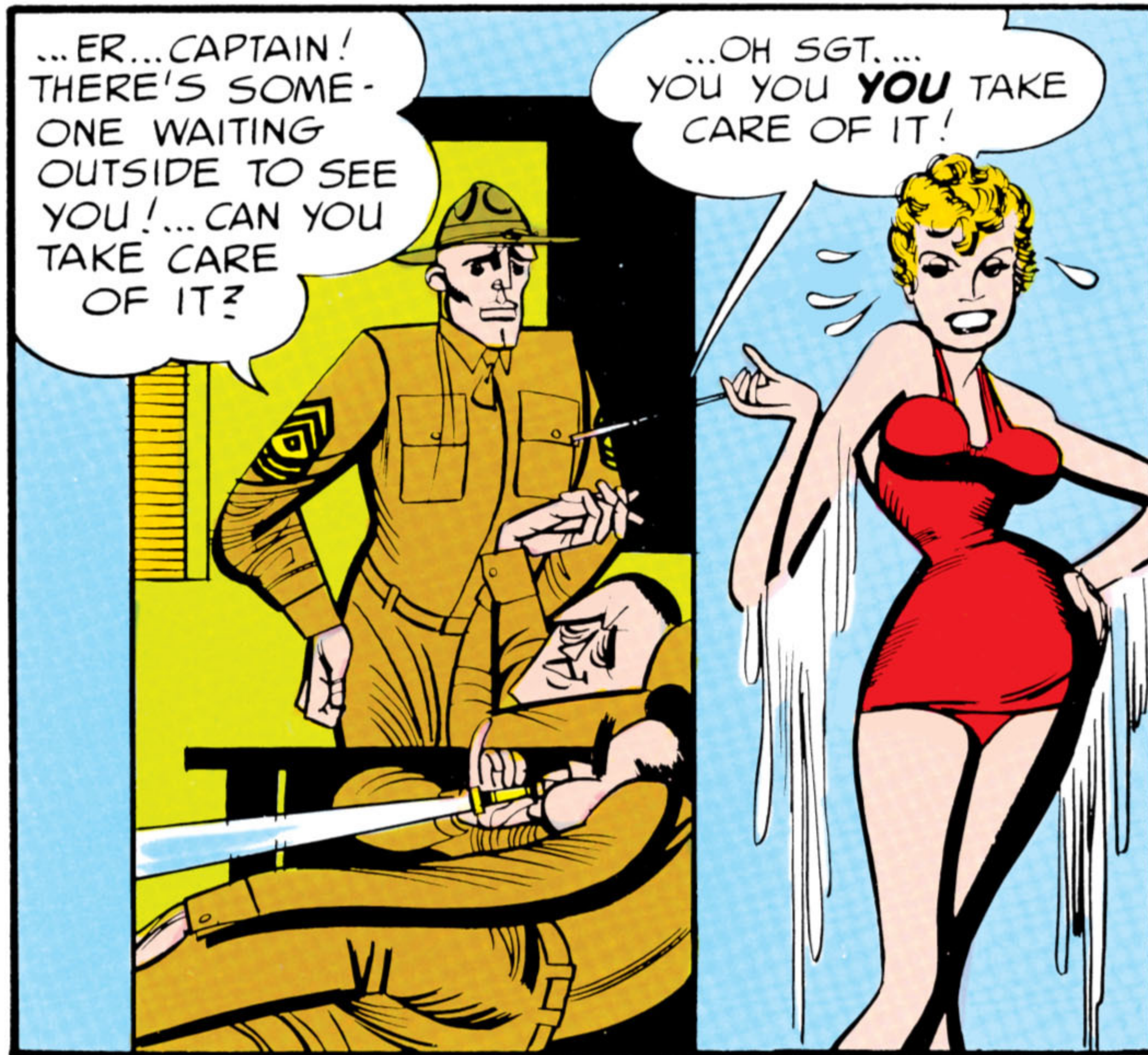
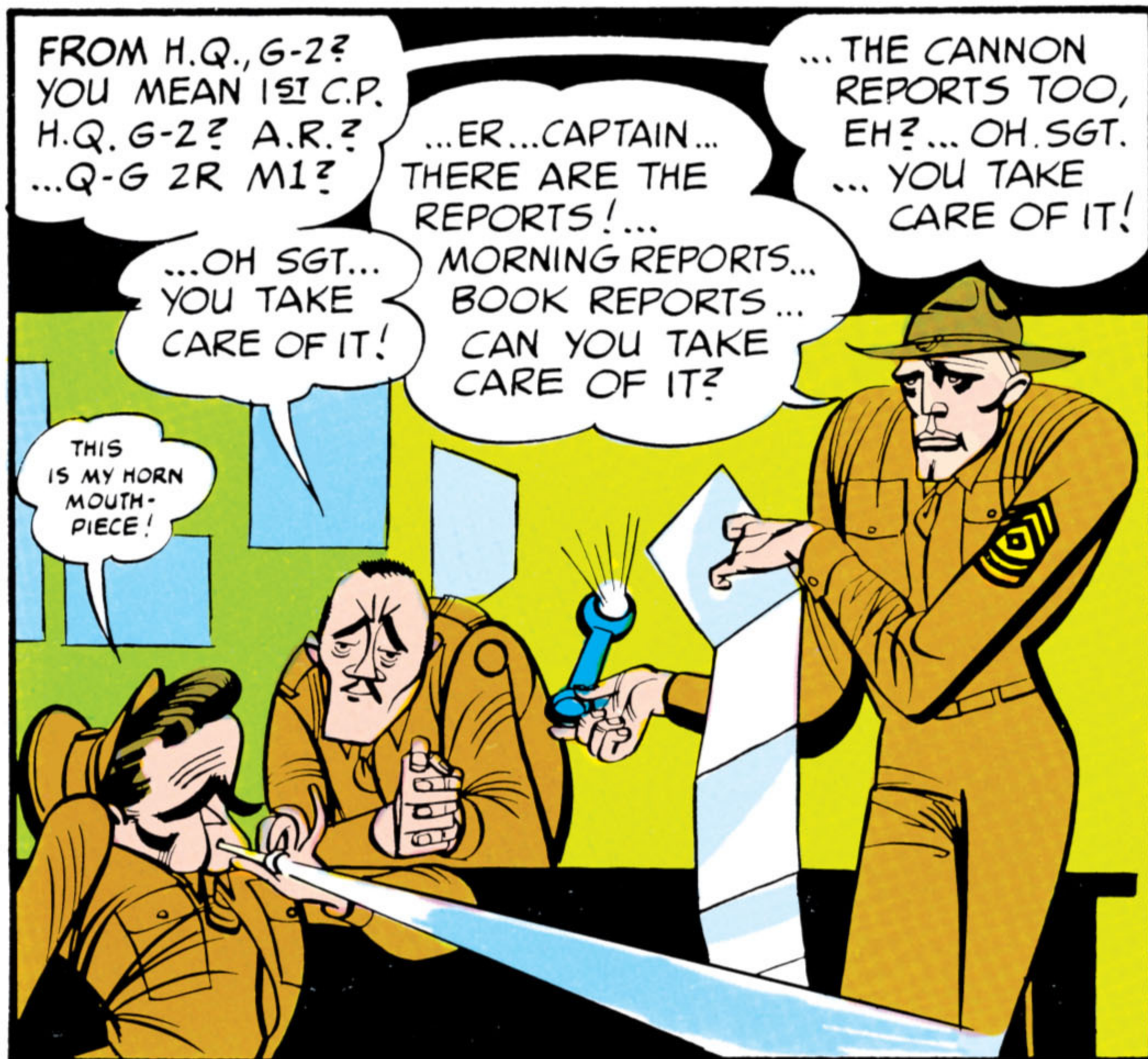


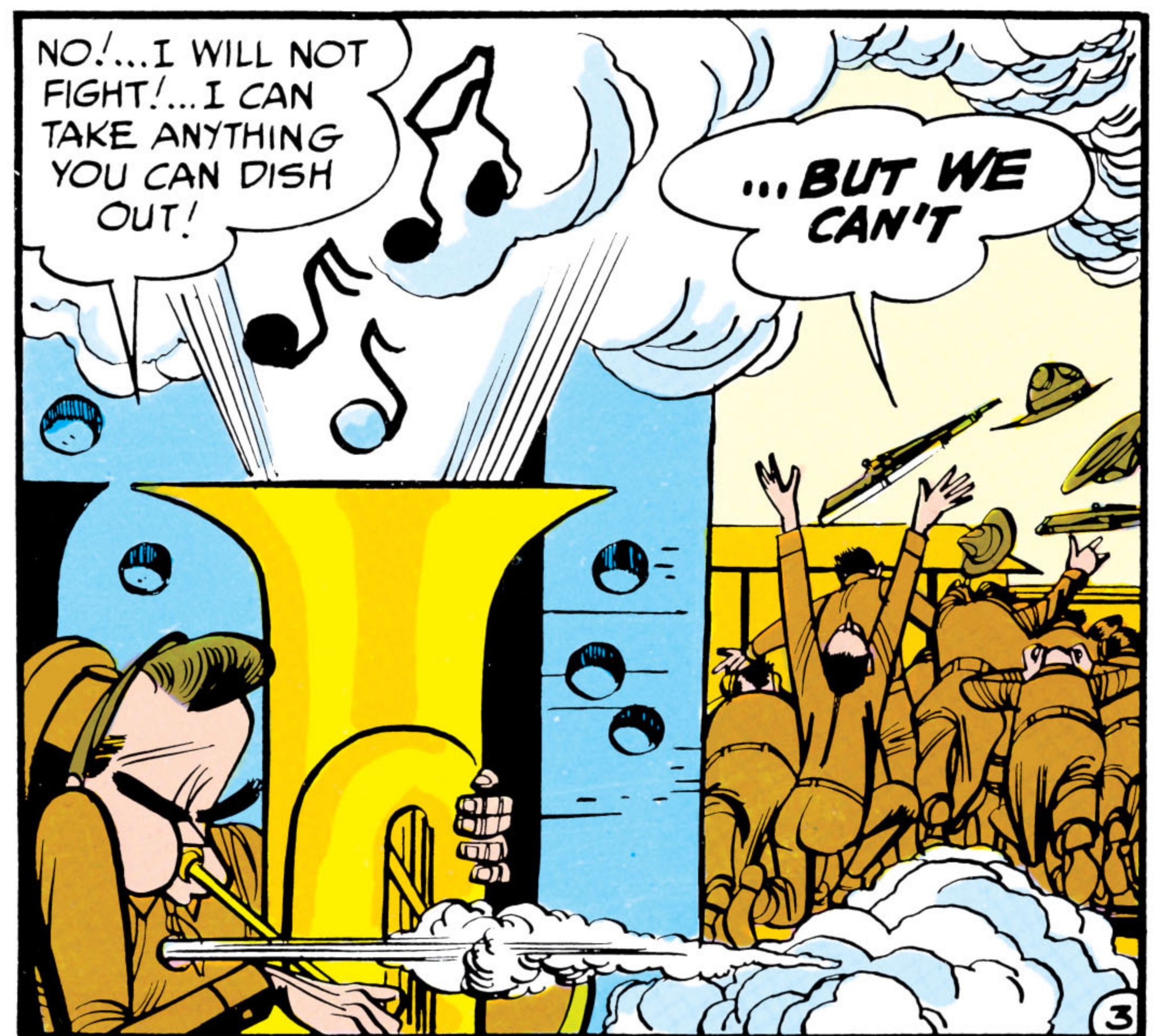
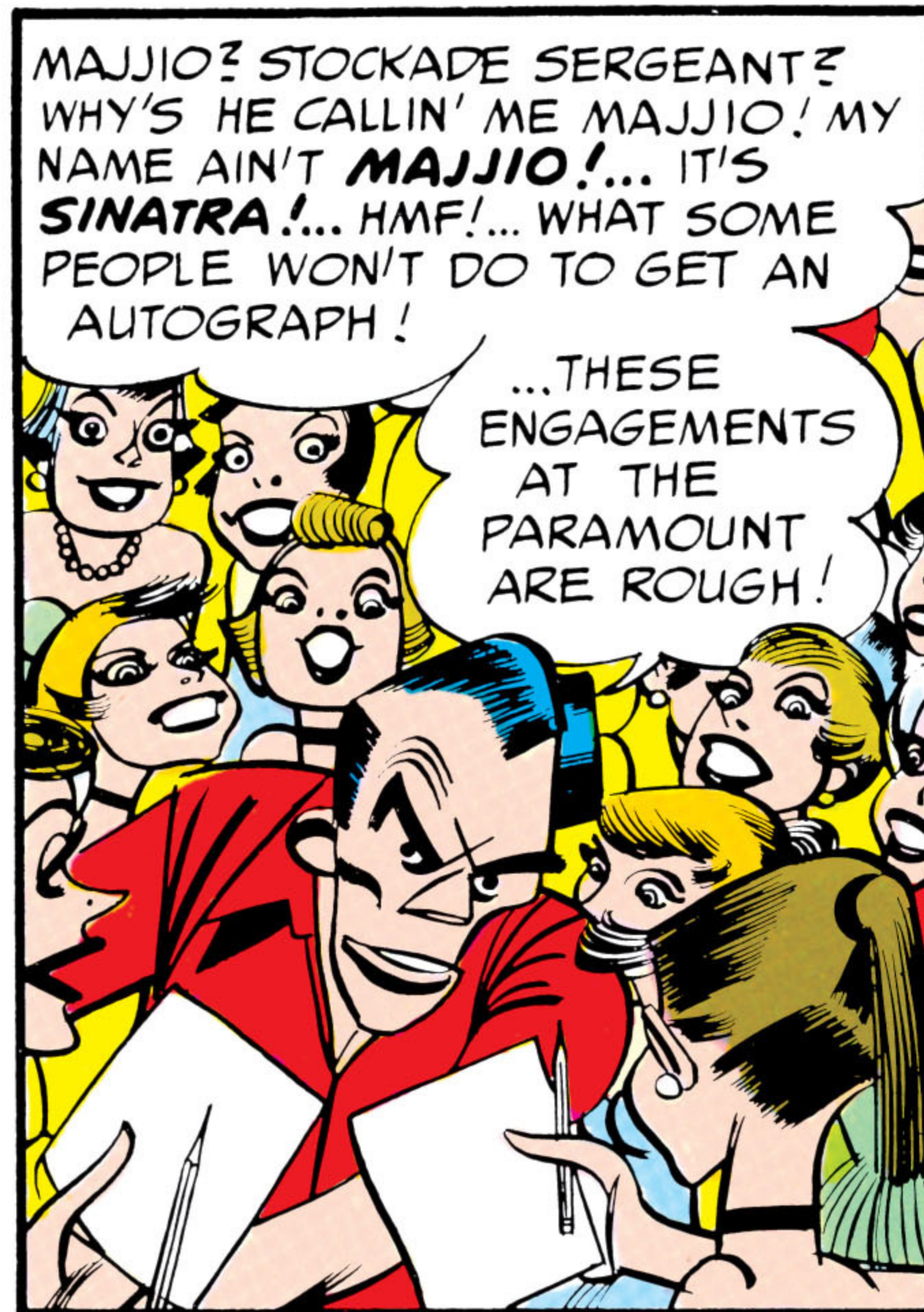
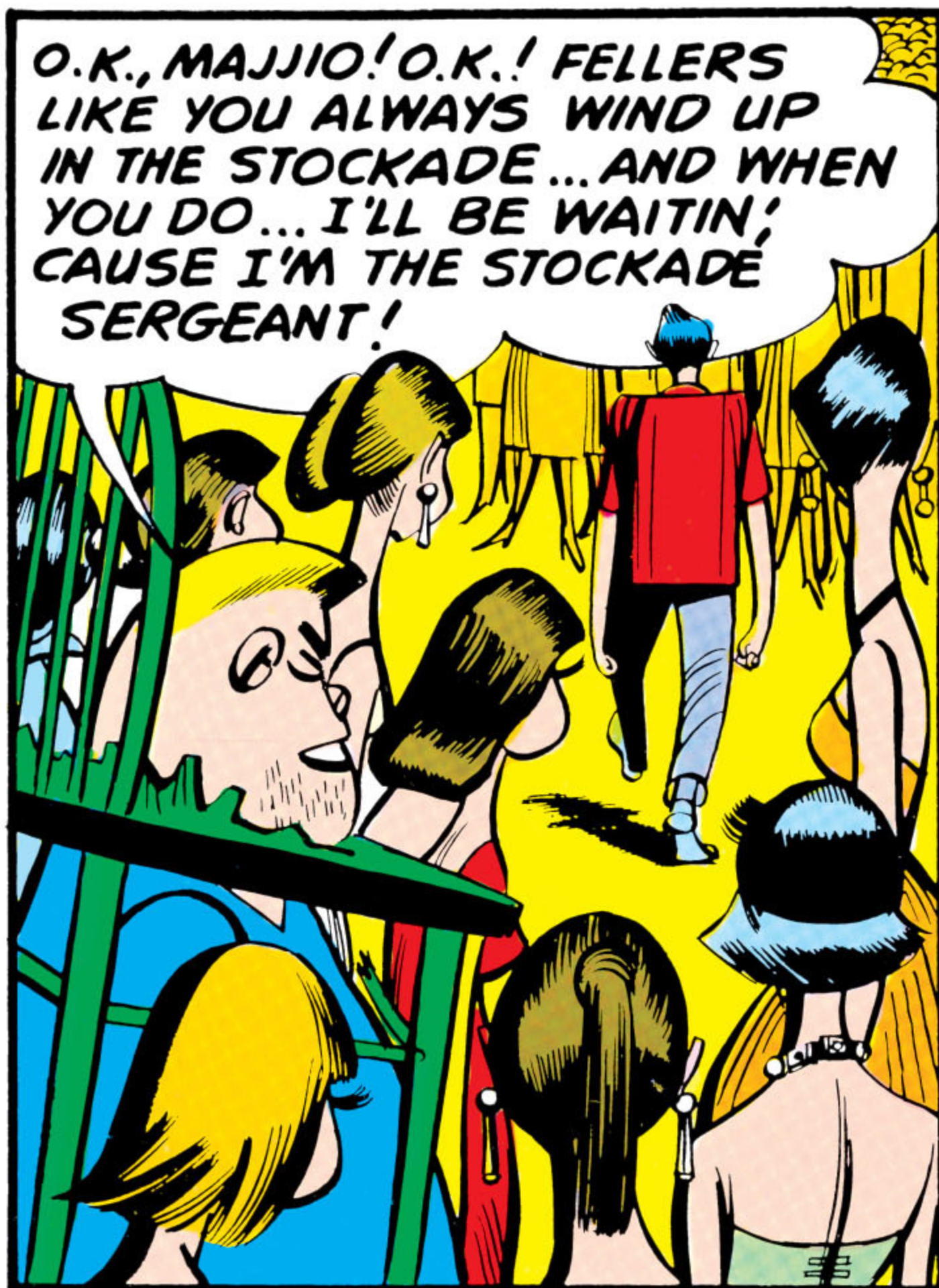
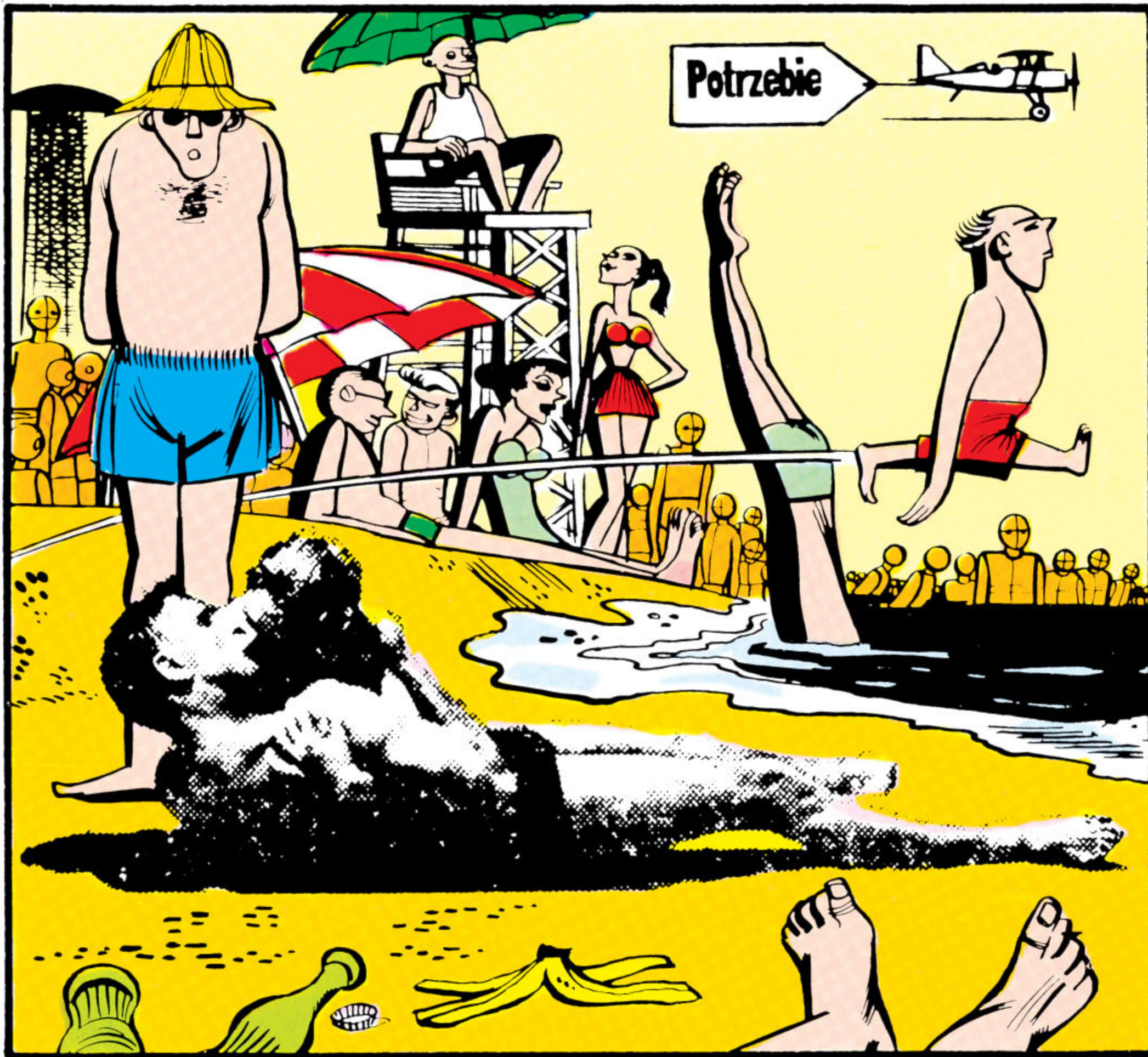


MOVING PICTURE DEPT.: THEY WROTE A BOOK... THEY MADE A PICTURE... THAT TOOK YOU... 'FROM HERE TO ETERNITY'!... WE OF 'MAD,' DISTURBED AT THE THOUGHT OF YOU WHO HAD BEEN TAKEN FROM HERE TO ETERNITY... HAVE **ALSO** DECIDED TO TAKE YOU!... BESIDES TAKING YOU FOR 10¢, WE OF MAD DECIDED TO TAKE YOU...

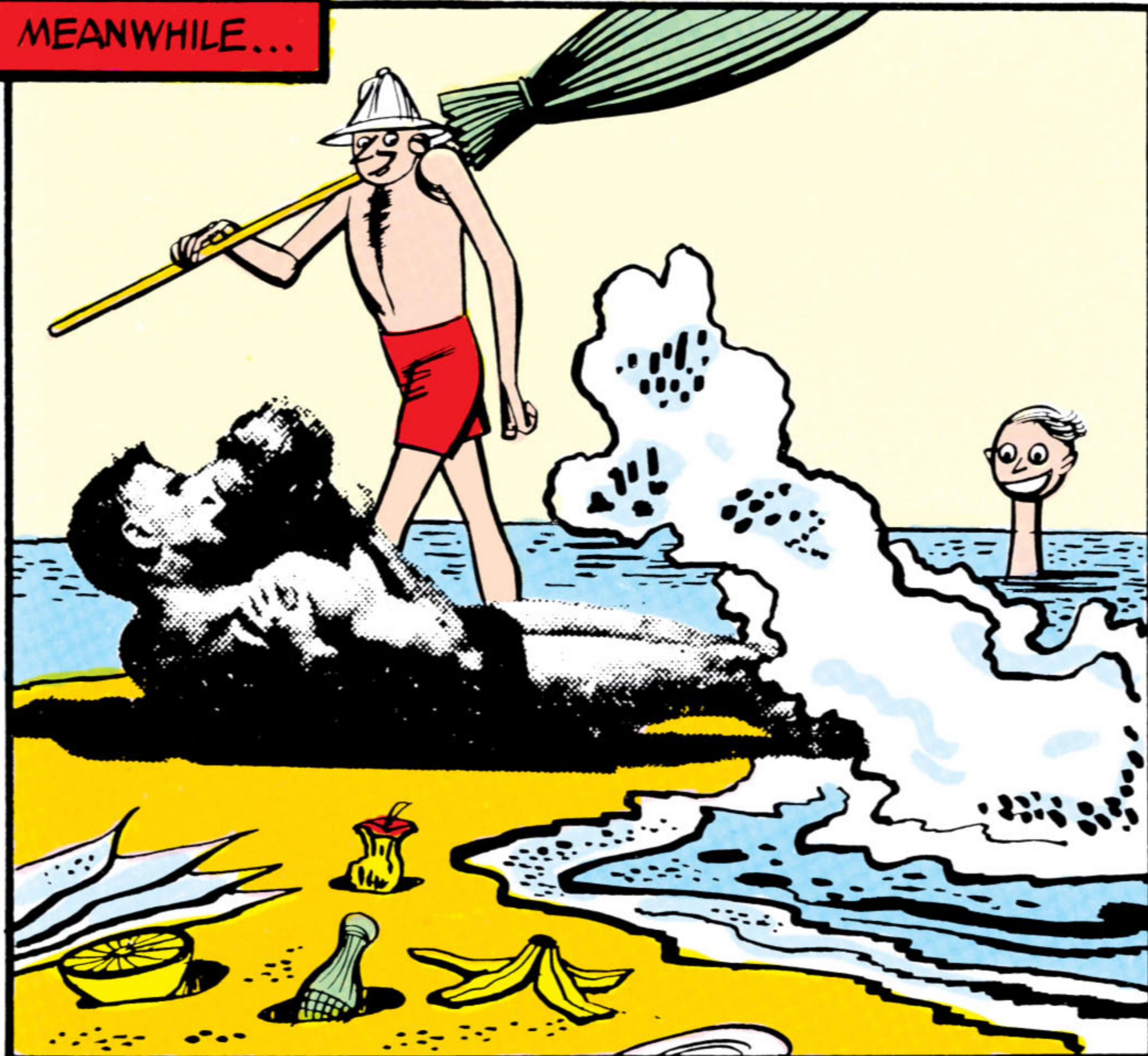
FROM **ETERNITY** BACK TO **HERE!**



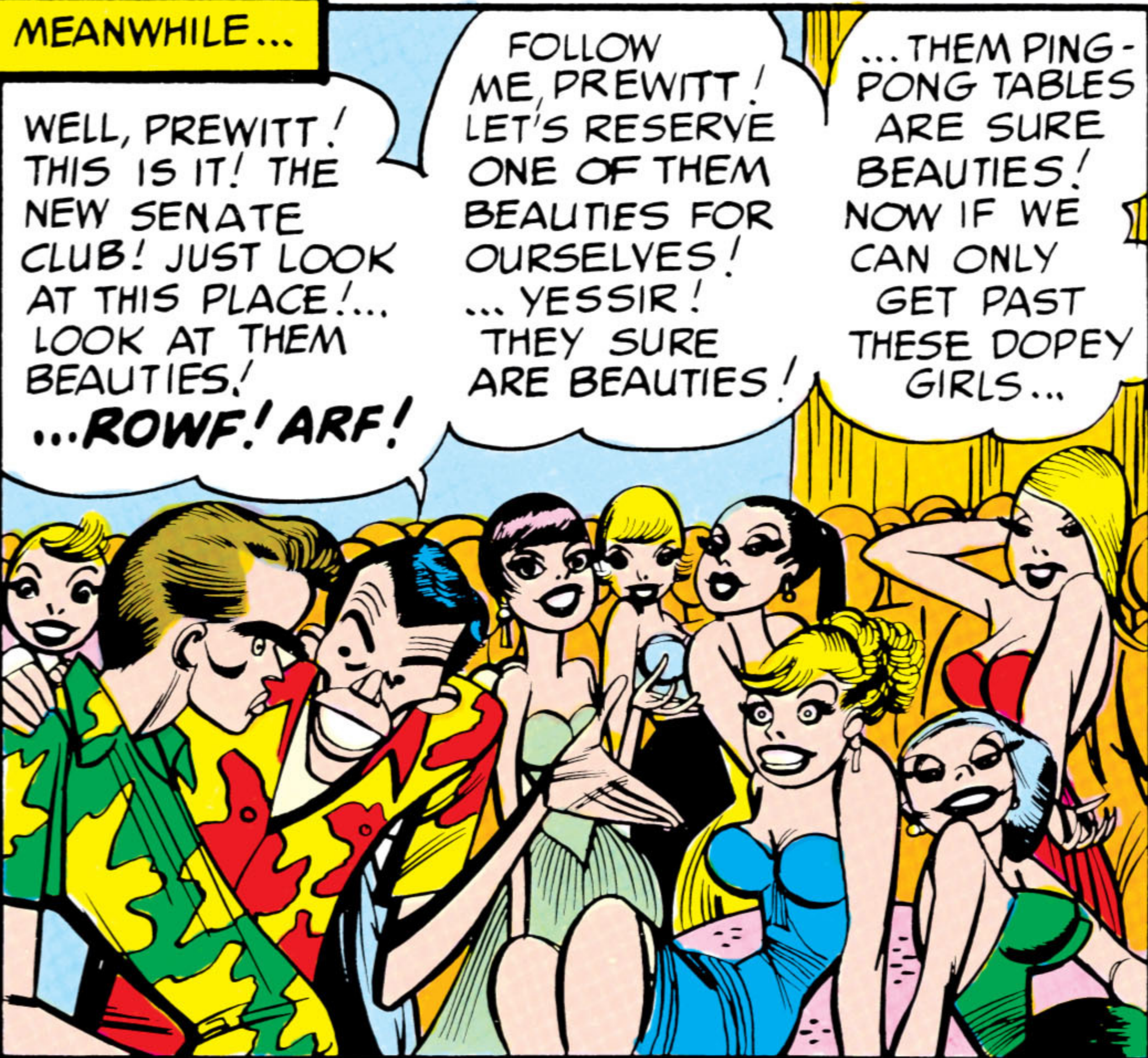




MEANWHILE...



MEANWHILE...



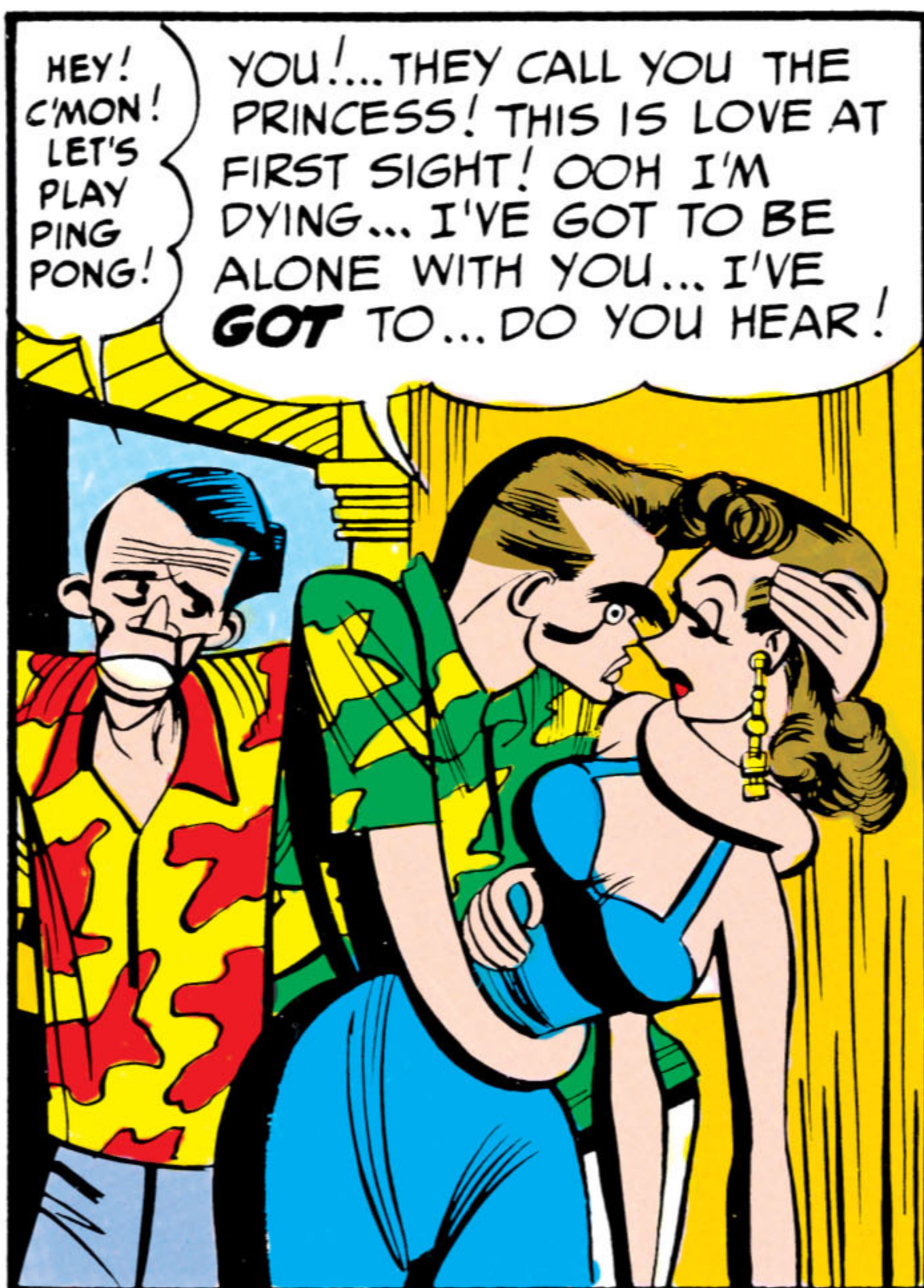
WELL, PREWITT!
THIS IS IT! THE
NEW SENATE
CLUB! JUST LOOK
AT THIS PLACE!...
LOOK AT THEM
BEAUTIES!
...**ROWF! ARF!**

FOLLOW
ME, PREWITT!
LET'S RESERVE
ONE OF THEM
BEAUTIES FOR
OURSELVES!
... YESSIR!
THEY SURE
ARE BEAUTIES!

... THEM PING-
PONG TABLES
ARE SURE
BEAUTIES!
NOW IF WE
CAN ONLY
GET PAST
THESE DOPEY
GIRLS...

HEY!
C'MON!
LET'S
PLAY
PING
PONG!

YOU!... THEY CALL YOU THE
PRINCESS! THIS IS LOVE AT
FIRST SIGHT! OOH I'M
DYING... I'VE GOT TO BE
ALONE WITH YOU... I'VE
GOT TO... DO YOU HEAR!

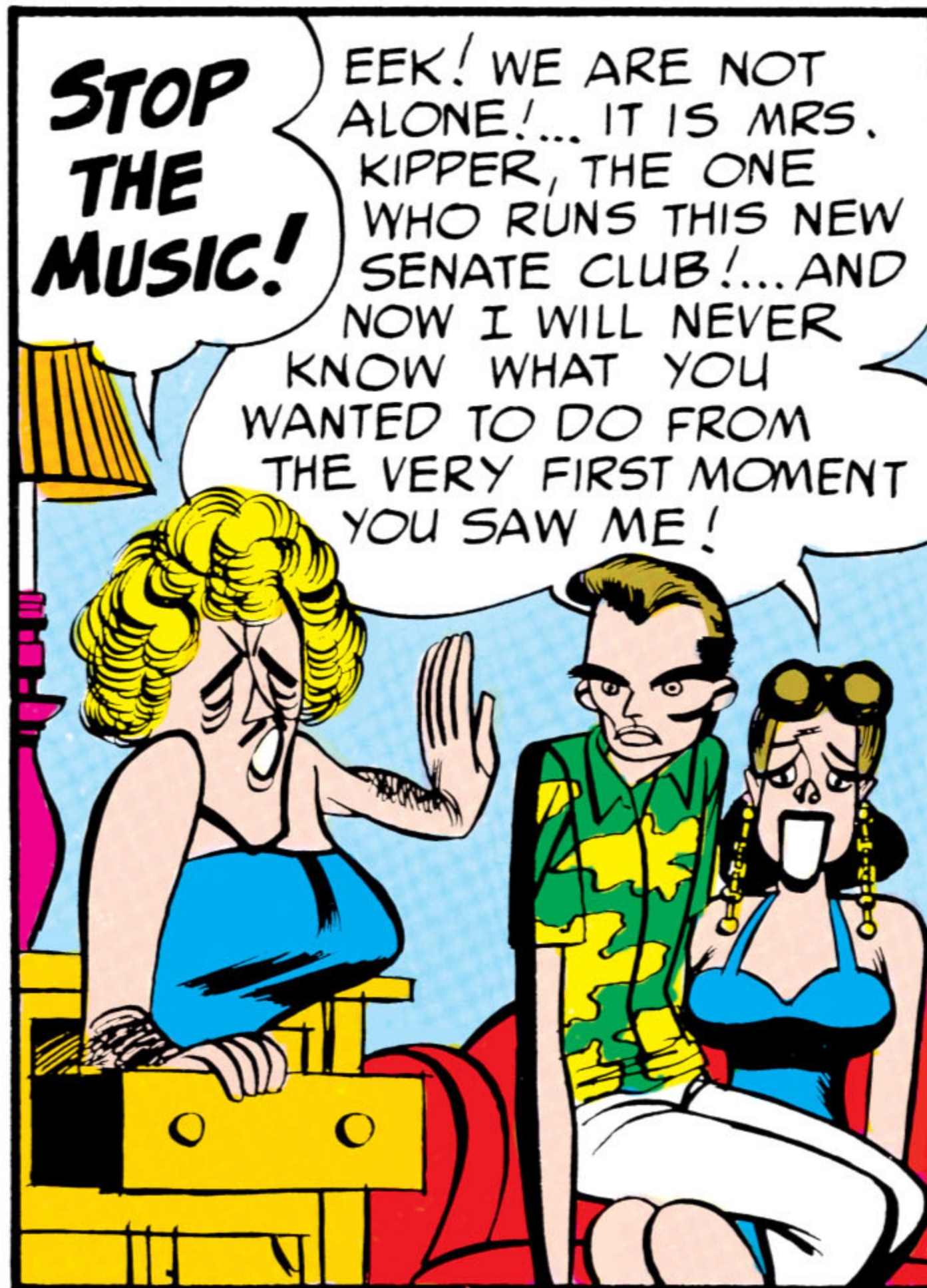


...MY DARLING!... YOU HAVE
BROUGHT US TO THIS ROOM
WHERE WE CAN BE ALONE! NOW
THAT WE ARE ALONE, I CAN DO
WHAT I WANTED TO DO FROM
THE VERY FIRST MOMENT I
SAW YOU, AND THAT IS...
THAT IS...



**STOP
THE
MUSIC!**

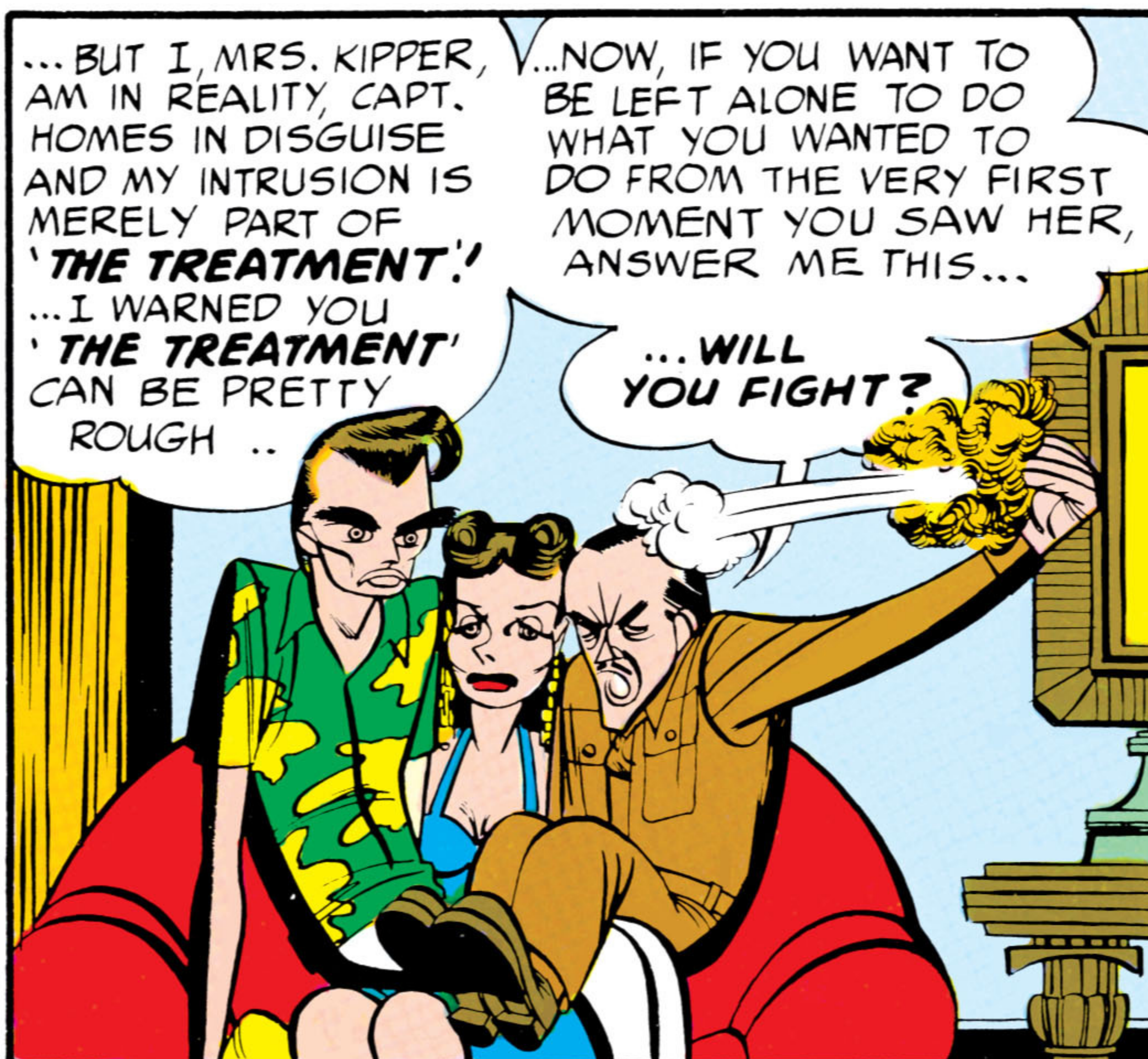
EEEK! WE ARE NOT
ALONE!... IT IS MRS.
KIPPER, THE ONE
WHO RUNS THIS NEW
SENATE CLUB!... AND
NOW I WILL NEVER
KNOW WHAT YOU
WANTED TO DO FROM
THE VERY FIRST MOMENT
YOU SAW ME!



... BUT I, MRS. KIPPER,
AM IN REALITY, CAPT.
HOMES IN DISGUISE
AND MY INTRUSION IS
MERELY PART OF
'THE TREATMENT!'
... I WARNED YOU
'THE TREATMENT'
CAN BE PRETTY
ROUGH ...

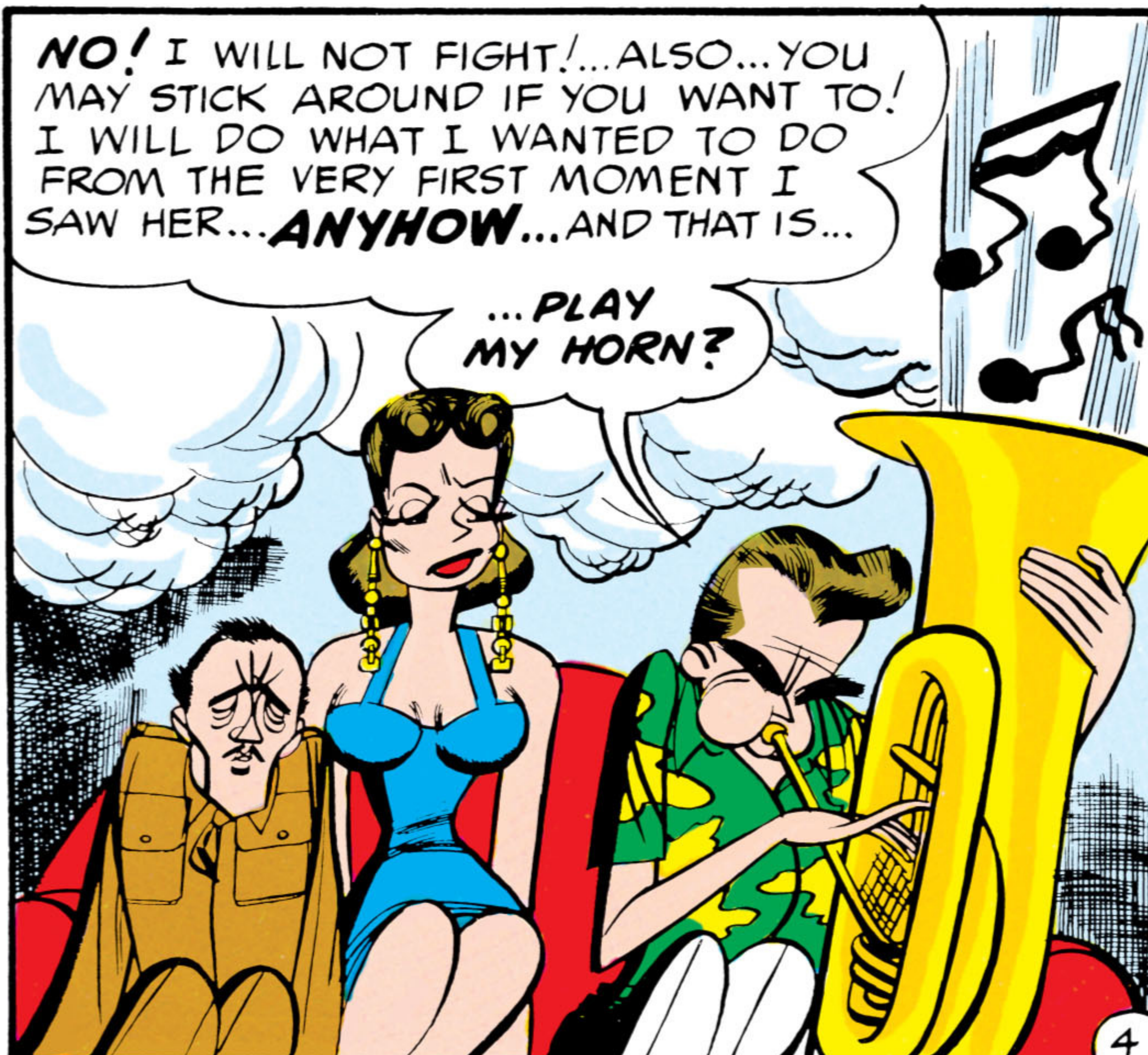
... NOW, IF YOU WANT TO
BE LEFT ALONE TO DO
WHAT YOU WANTED TO
DO FROM THE VERY FIRST
MOMENT YOU SAW HER,
ANSWER ME THIS...

... WILL
YOU FIGHT?

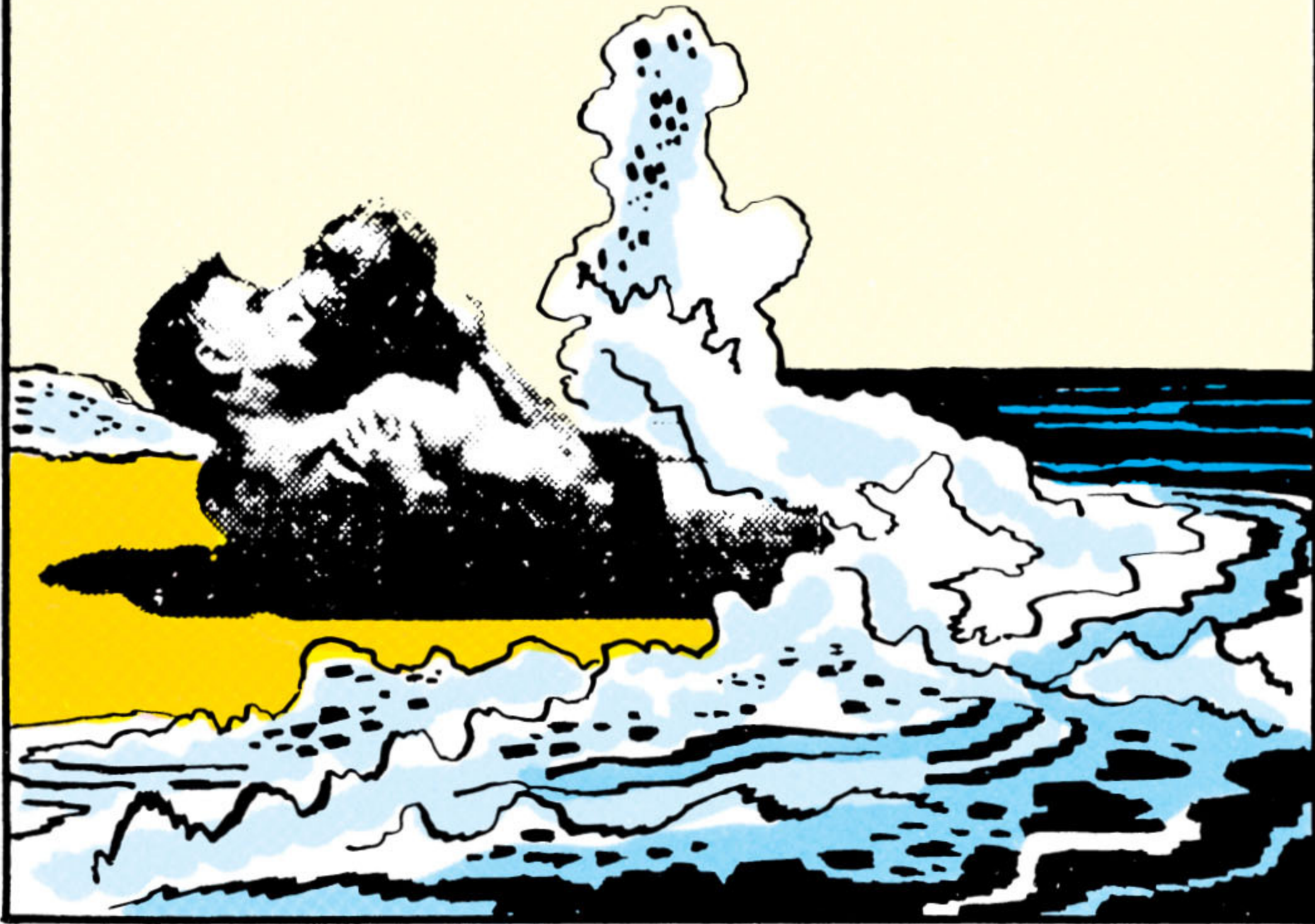


NO! I WILL NOT FIGHT!... ALSO... YOU
MAY STICK AROUND IF YOU WANT TO!
I WILL DO WHAT I WANTED TO DO
FROM THE VERY FIRST MOMENT I
SAW HER... **ANYHOW**... AND THAT IS...

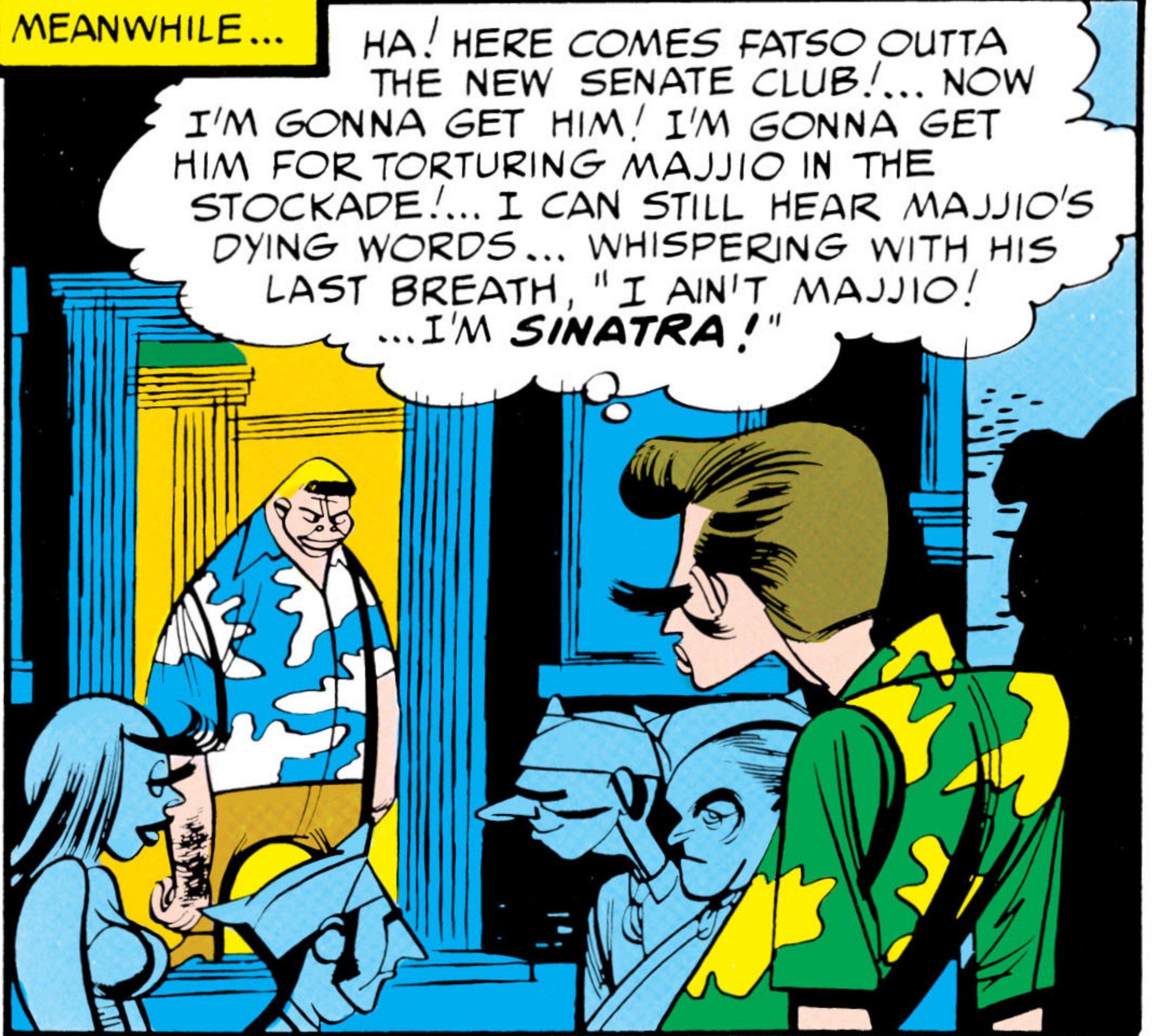
... PLAY
MY HORN?



MEANWHILE...



MEANWHILE...



HA! HERE COMES FATSO OUTTA THE NEW SENATE CLUB!... NOW I'M GONNA GET HIM! I'M GONNA GET HIM FOR TORTURING MAJJIO IN THE STOCKADE!... I CAN STILL HEAR MAJJIO'S DYING WORDS... WHISPERING WITH HIS LAST BREATH, "I AIN'T MAJJIO! ...I'M **SINATRA!**"

O.K., FATSO! STEP INTO THIS ALLEY! I'M GONNA GET YOU FOR WHAT YOU DID TO MAJJIO!

... HE SHOULD'VE GIVEN ME HIS AUTOGRAPH!

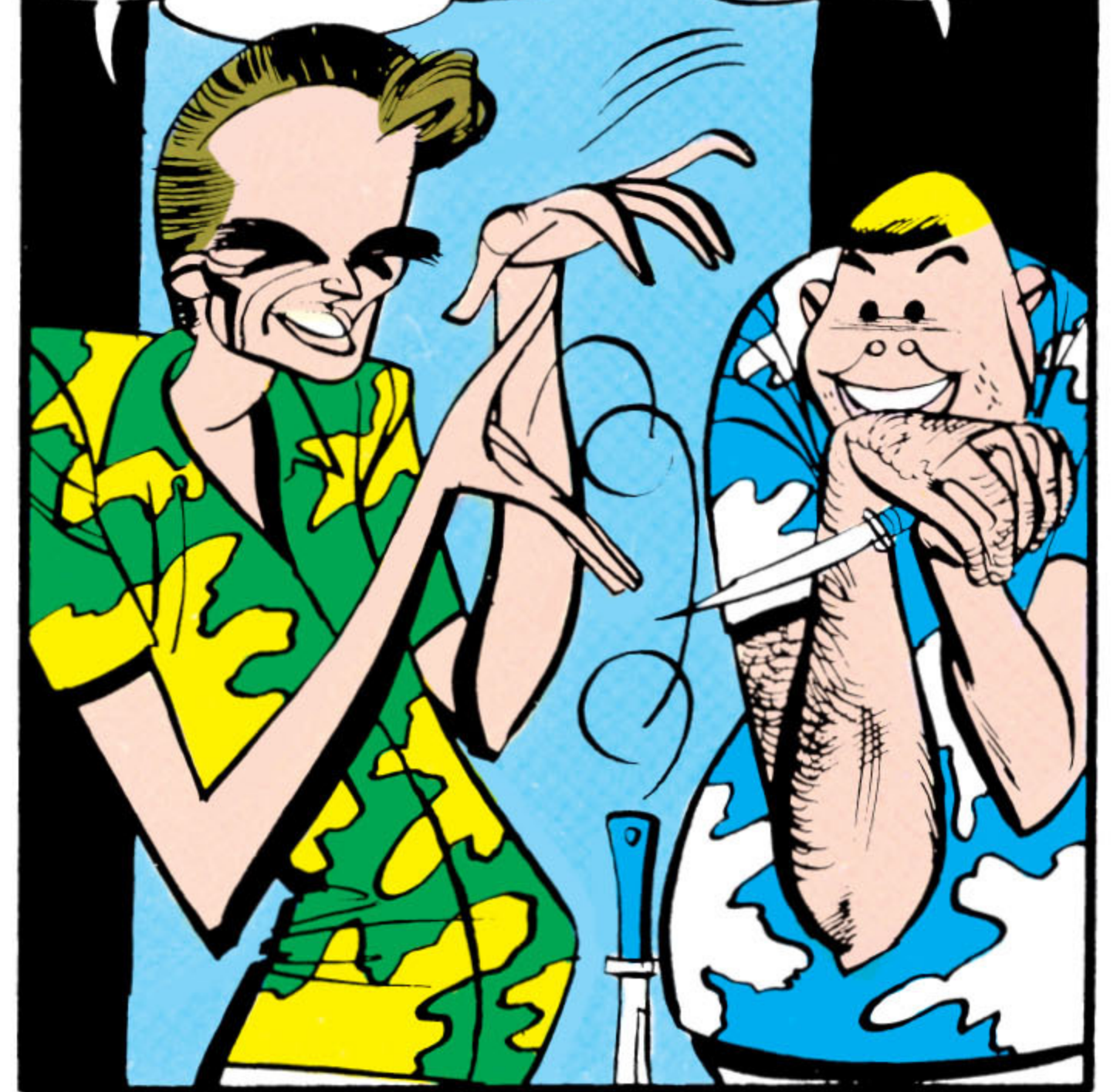


HA! I FIGURED YOU'D PULL A KNIFE ON ME SO I BROUGHT A KNIFE TOO! THERE'S ONLY ONE OF US GOING TO WIN THIS THING, SO GET READY 'CAUSE **HERE I GO!**



FIRST KNIFE FLIP HAS TO BE WITH OPEN PALM...STANDING UP STRAIGHT!

...BY GEORGE... DON'T YOU JUST LOVE MUMBLETY-PEG?



... LAST FLIP HAS TO BE WITH EYES CLOSED, BEHIND BACK, POINT BALANCED ON END OF FINGER WHILE JUMPING UP AND DOWN AND WHISTLING 'JEALOUSY'!

HAW! I WIN! YOU LOSE!

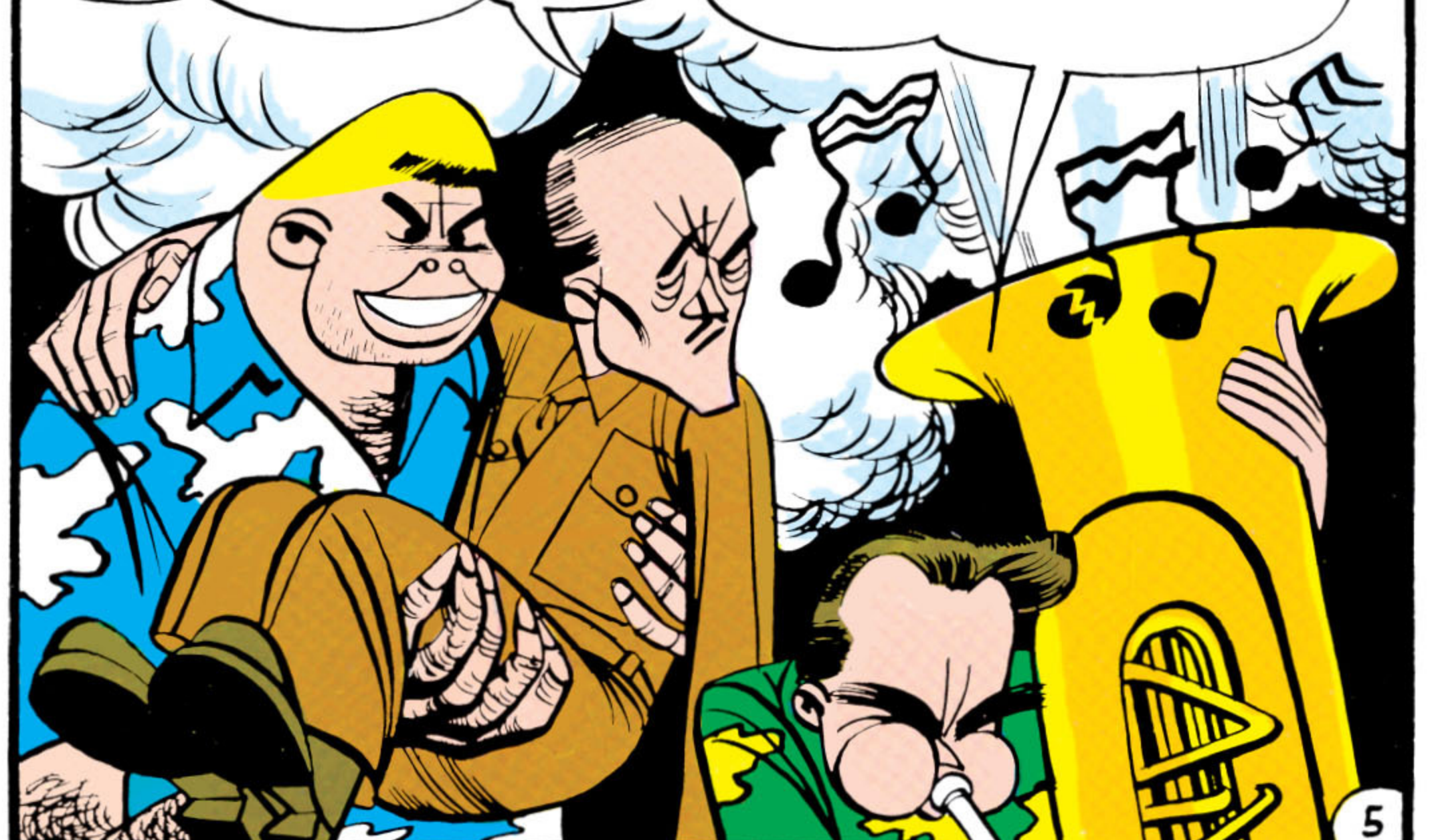
BLAWWW! FOR YEARS I'VE BEEN MUMBLETY-PEG CHAMP!

... AND YOU ARE MUMBLETY-PEG CHAMP NO MORE!

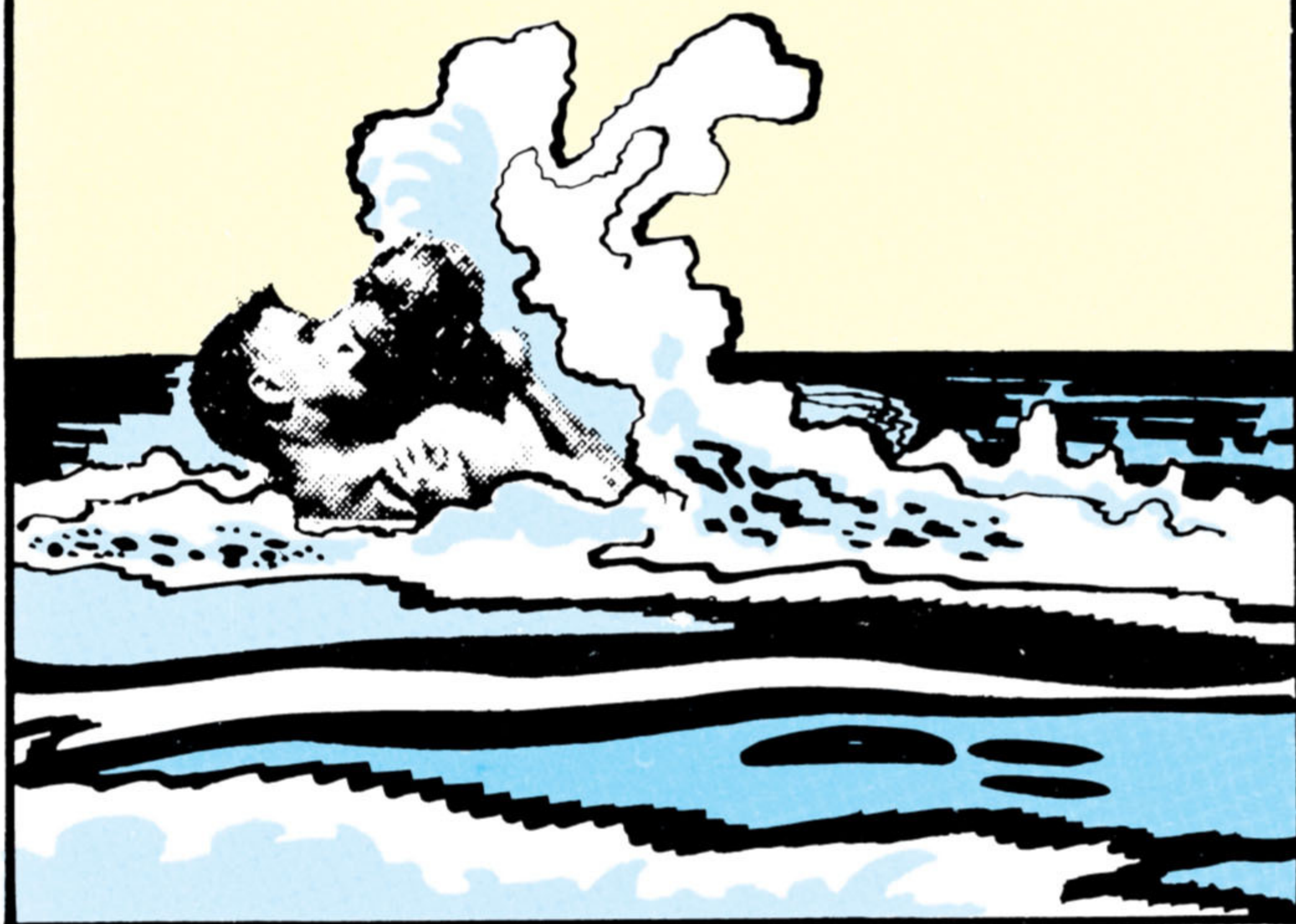


... TAKING AWAY YOUR TITLE OF MUMBLETY-PEG CHAMP WAS JUST ANOTHER PHASE OF 'THE TREATMENT,' PREWITT! ...**'THE TREATMENT'** CAN BE PRETTY ROUGH!... **NOW WILL YOU FIGHT?**

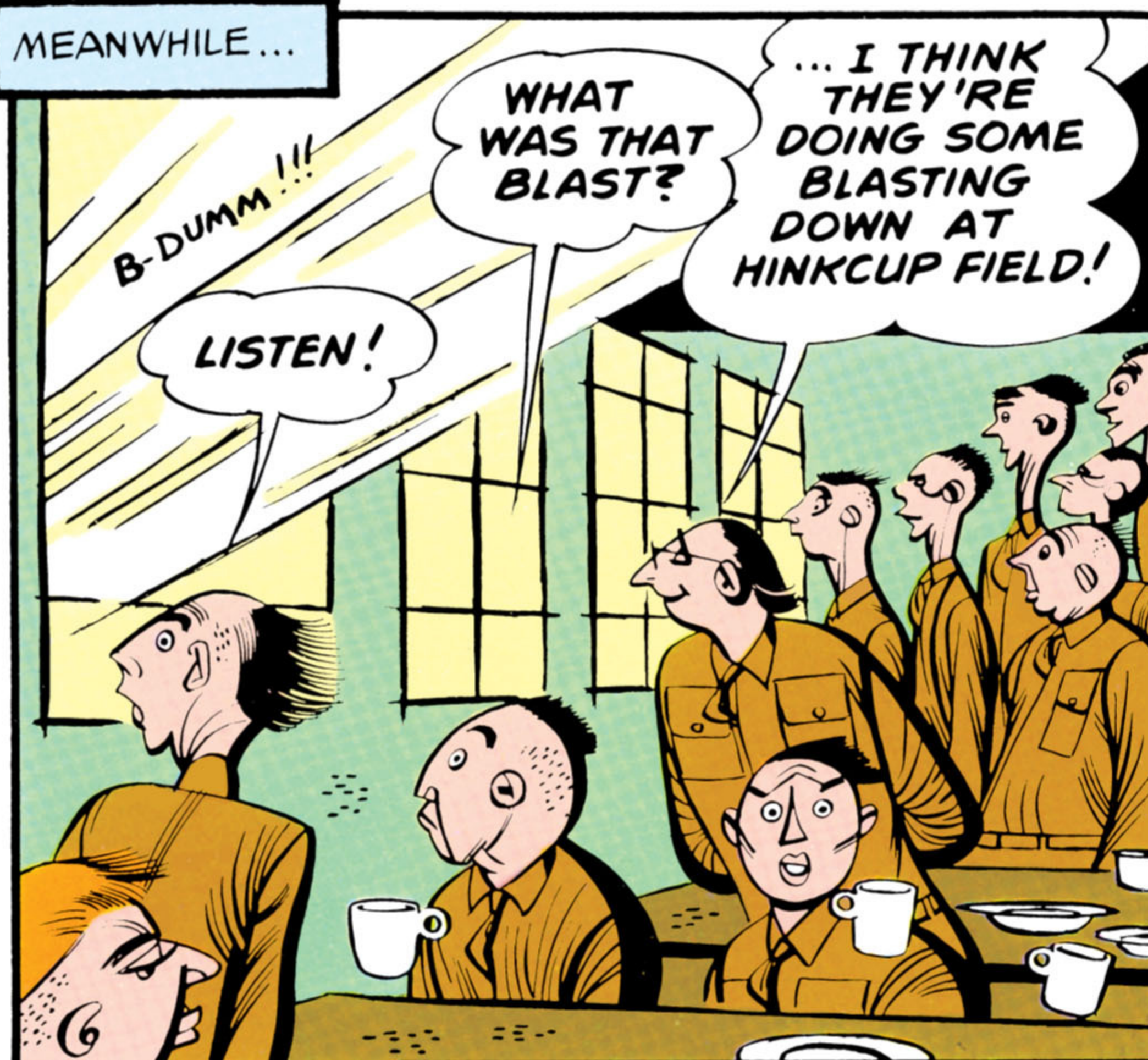
NO!... ALTHOUGH I AM NO LONGER MUMBLETY-PEG CHAMP, AS LONG AS I AM STILL **HORN** CHAMP, I CAN TAKE ANYTHING YOU CAN DISH OUT!



MEANWHILE...



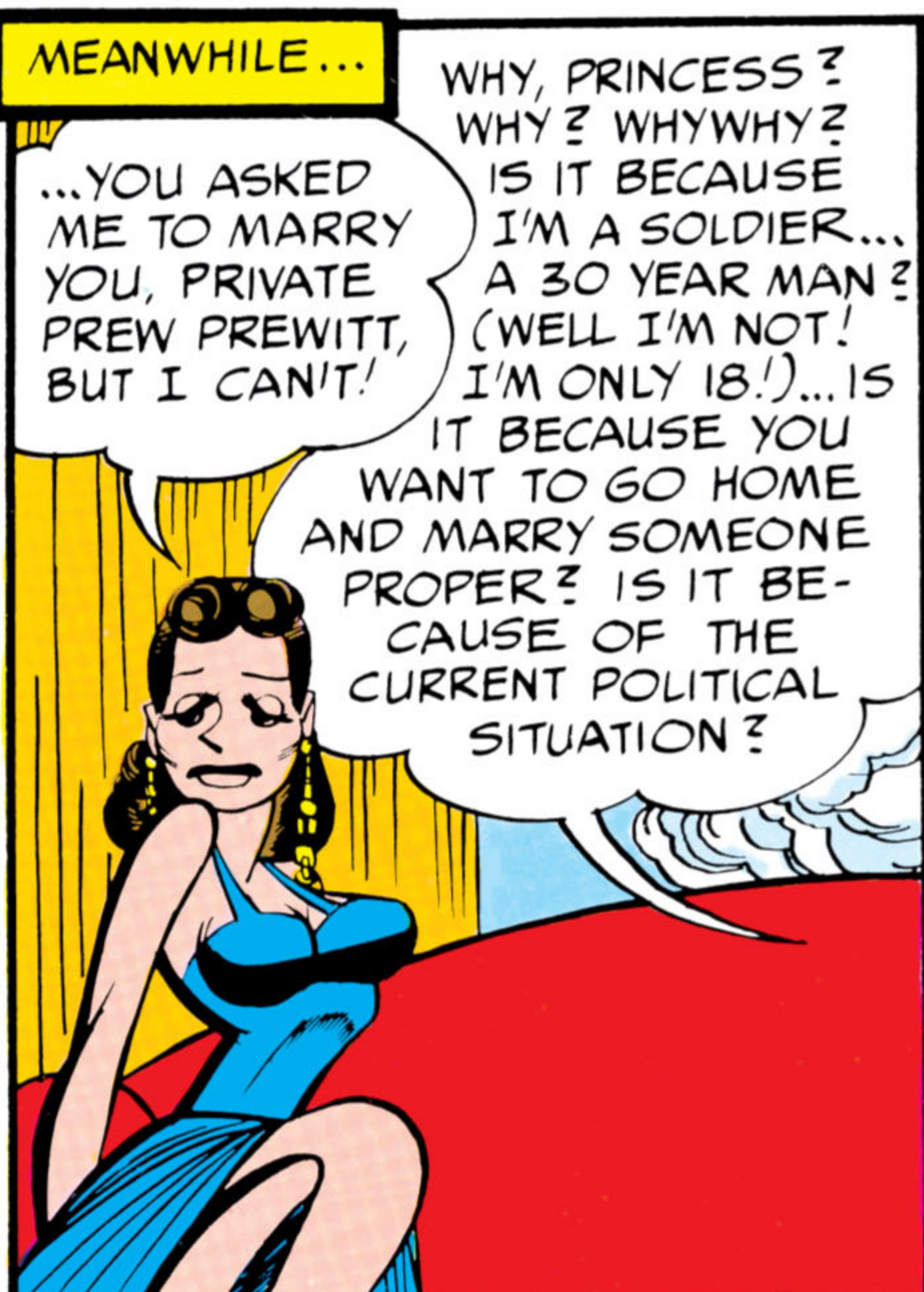
MEANWHILE...



WHAT WAS THAT BLAST?

... I THINK THEY'RE DOING SOME BLASTING DOWN AT HINKCUP FIELD!

MEANWHILE...



WHY, PRINCESS? WHY? WHYWHY? IS IT BECAUSE I'M A SOLDIER... A 30 YEAR MAN? (WELL I'M NOT! I'M ONLY 18!)... IS IT BECAUSE YOU WANT TO GO HOME AND MARRY SOMEONE PROPER? IS IT BECAUSE OF THE CURRENT POLITICAL SITUATION?

...NO!...THE REASON IS MUCH DEEPER!...MUCH MORE COMPLEX, INVOLVED AND SUBTLE!... THE REASON IS...



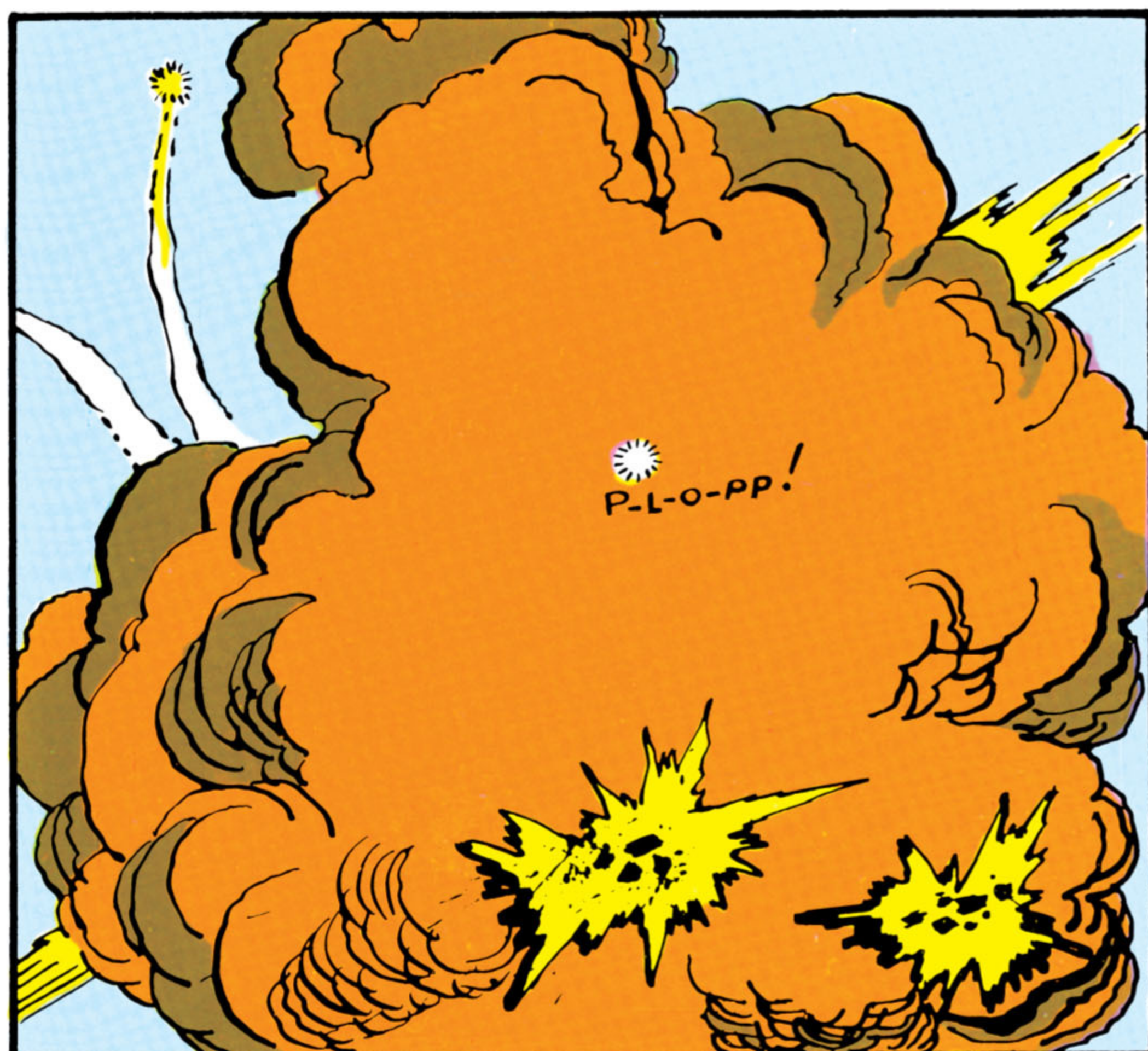
YES!

...IS...IS...

YES YES

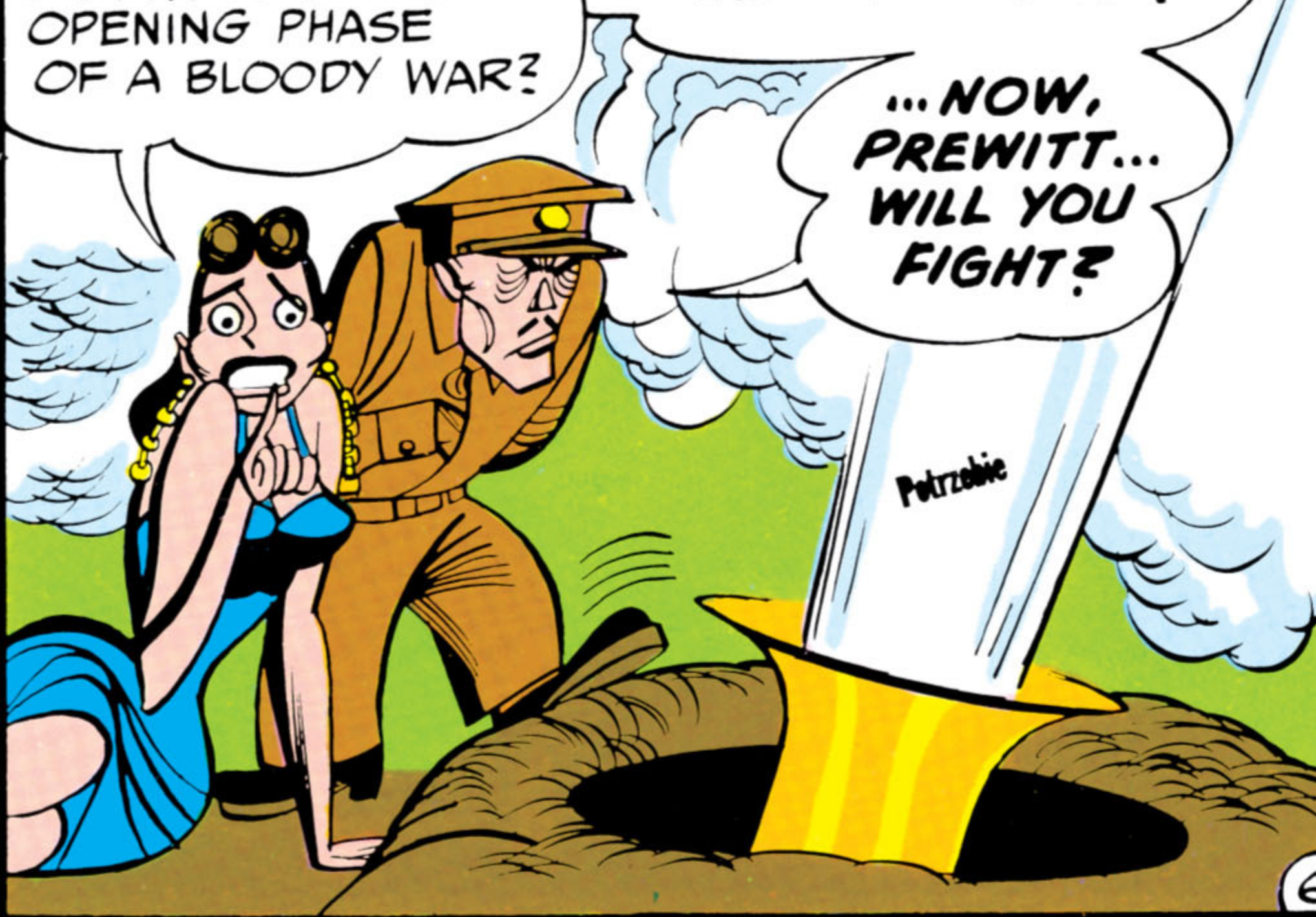
...IS...I CAN'T STAND THAT FURSHLUGGINER HORN!

MEANWHILE...



EEK! THOSE PLANES DROPPING BOMBS! ...ARE THEY ENEMY PLANES DROPPING BOMBS ON THE U.S.A. ARMY IN THE OPENING PHASE OF A BLOODY WAR?

NO! THOSE PLANES DROPPING BOMBS ARE FRIENDLY PLANES DROPPING BOMBS ON THE P.V.T. PREWITT IN THE CLOSING PHASE OF 'THE TREATMENT'!



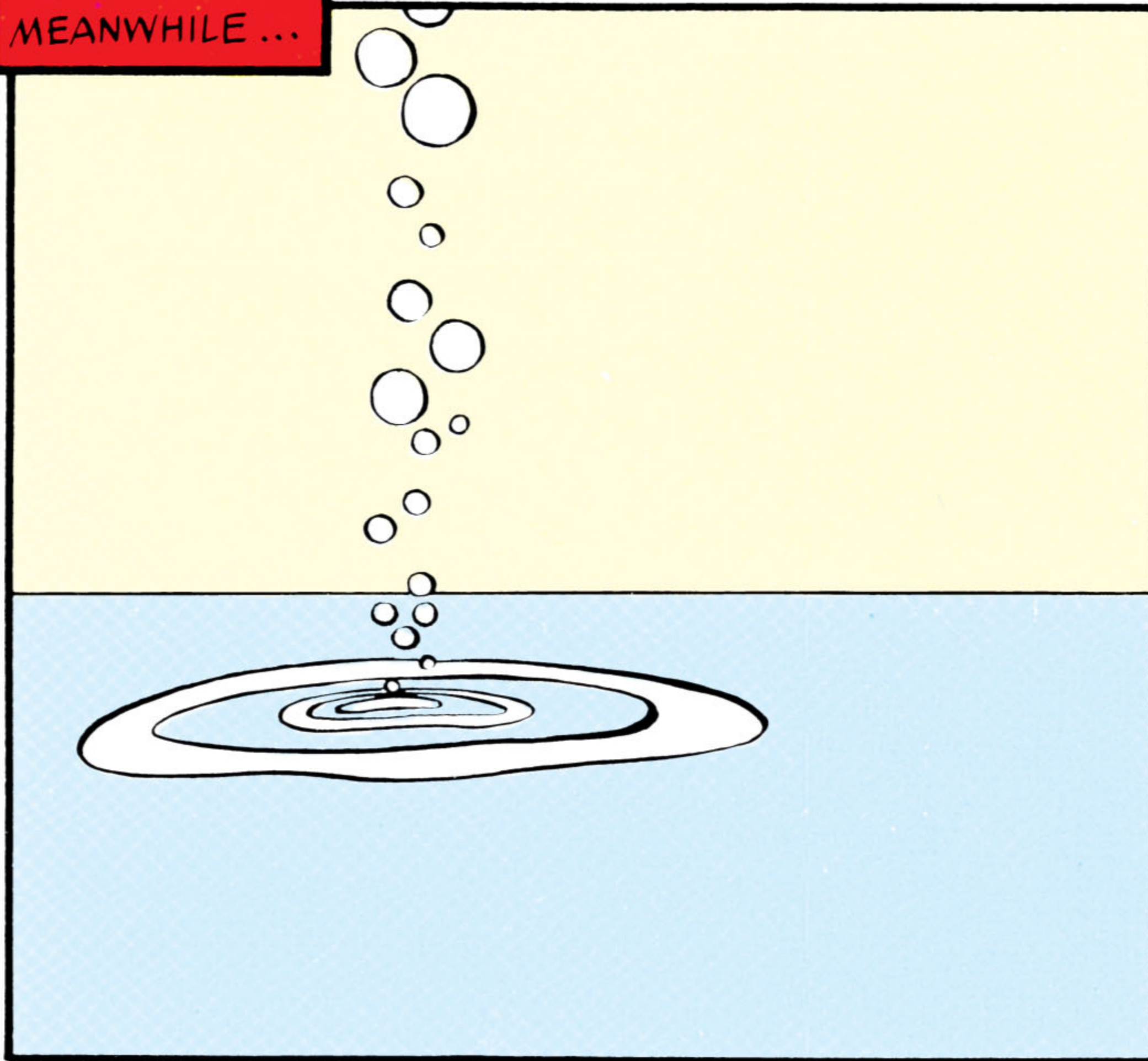
...NOW, PREWITT... WILL YOU FIGHT?

One moment please!

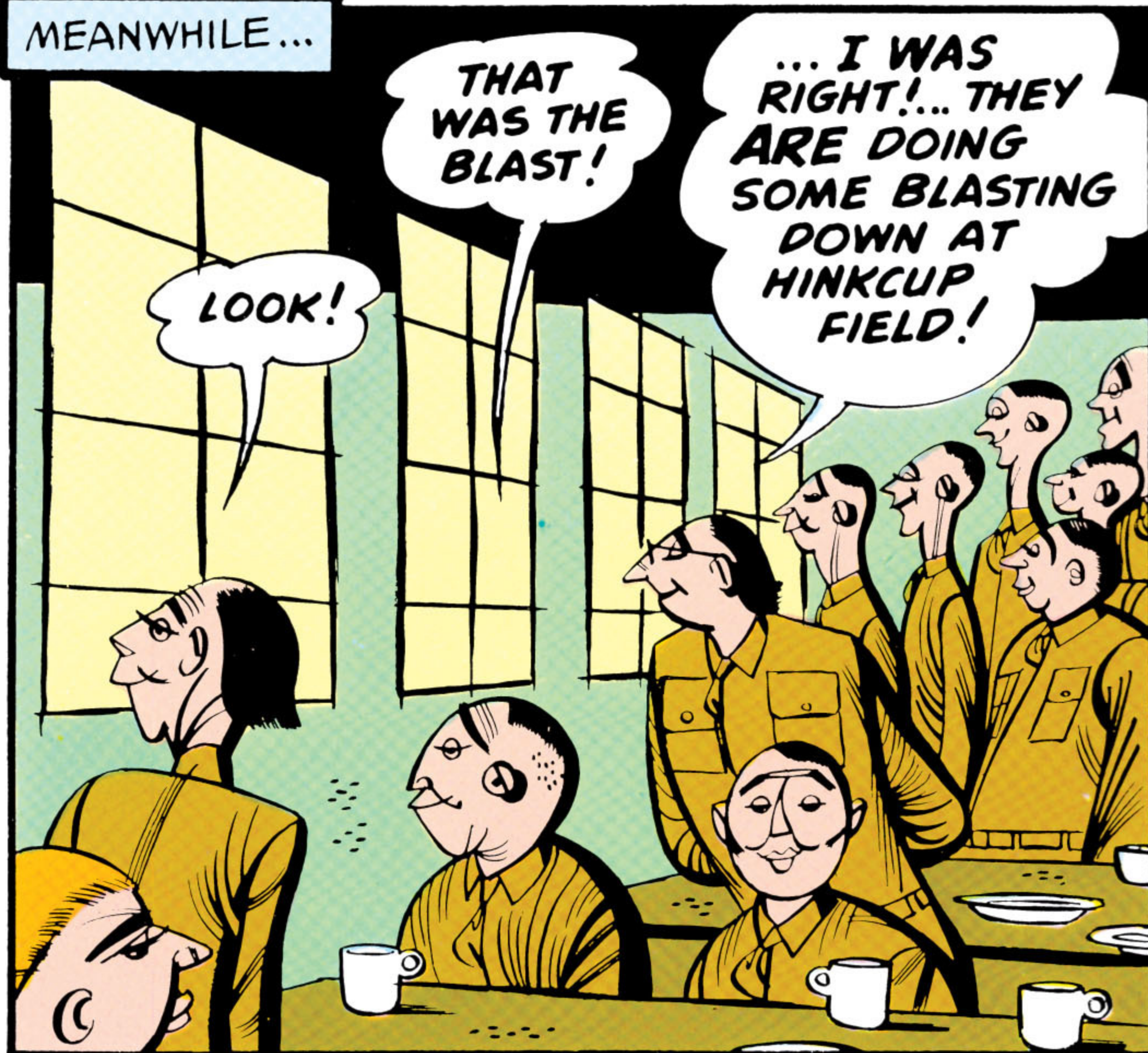
...The ending to this original story is wretched. So in order to make people laugh... to ease the tensions of the world... to bring joy to our readers, we have yakked up the ending of this story. We have taken the liberty of changing the former wretched ending to the present nauseating ending. Our humble apologies...

—The happy Mad editors.

MEANWHILE...



MEANWHILE...

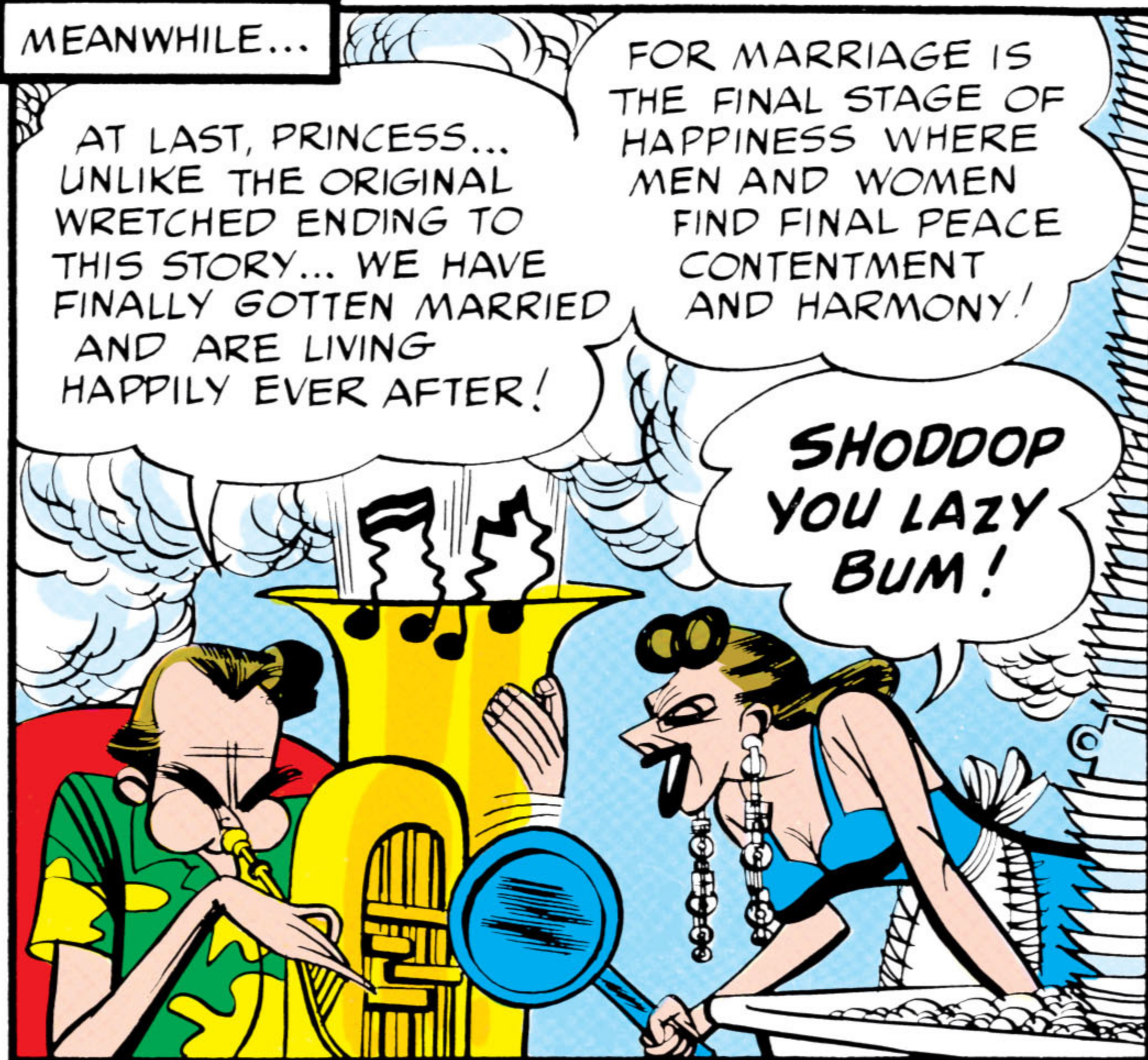


LOOK!

THAT WAS THE BLAST!

... I WAS RIGHT!... THEY ARE DOING SOME BLASTING DOWN AT HINKCUP FIELD!

MEANWHILE...



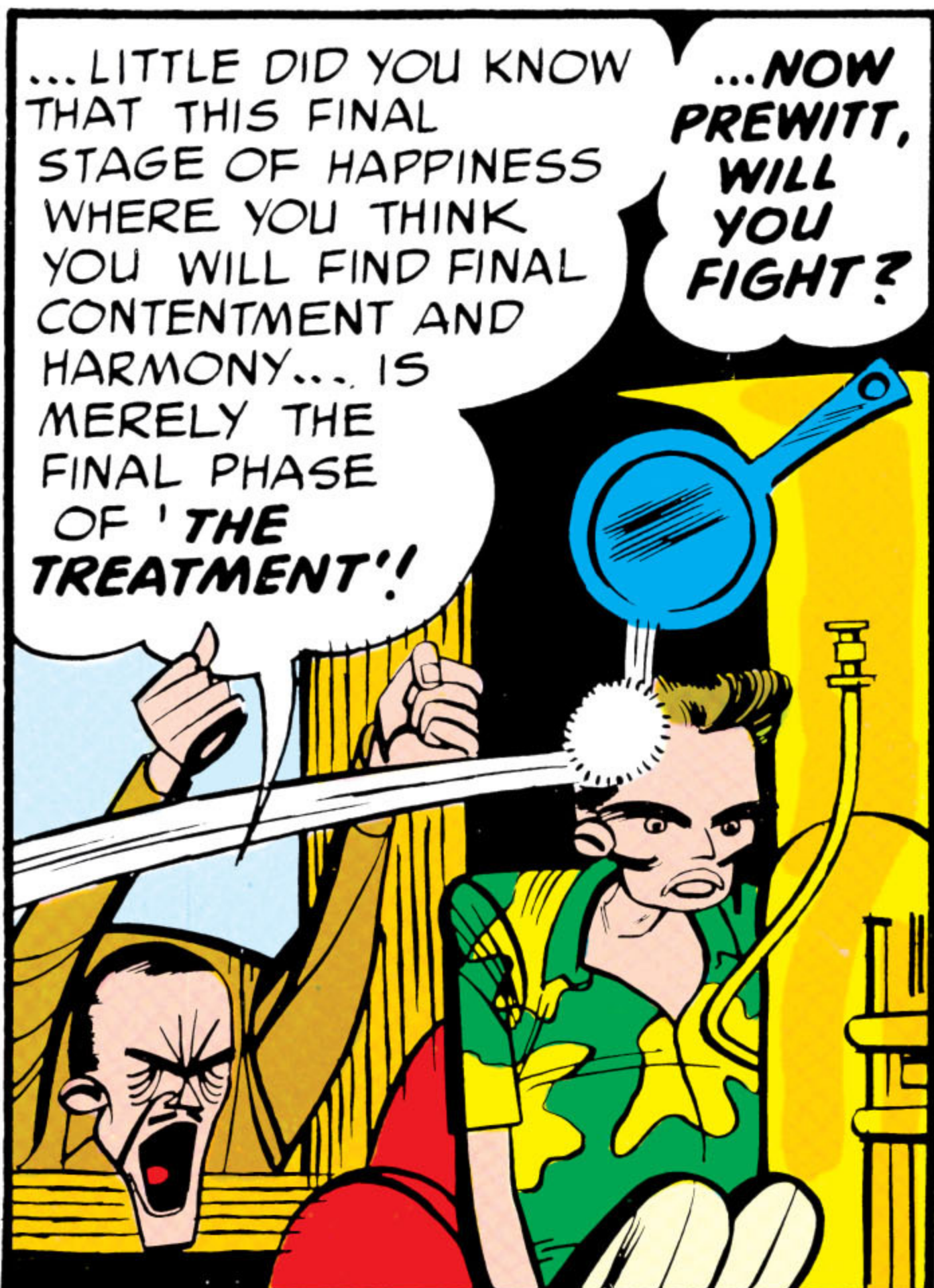
AT LAST, PRINCESS... UNLIKE THE ORIGINAL WRETCHED ENDING TO THIS STORY... WE HAVE FINALLY GOTTEN MARRIED AND ARE LIVING HAPPILY EVER AFTER!

FOR MARRIAGE IS THE FINAL STAGE OF HAPPINESS WHERE MEN AND WOMEN FIND FINAL PEACE CONTENTMENT AND HARMONY!

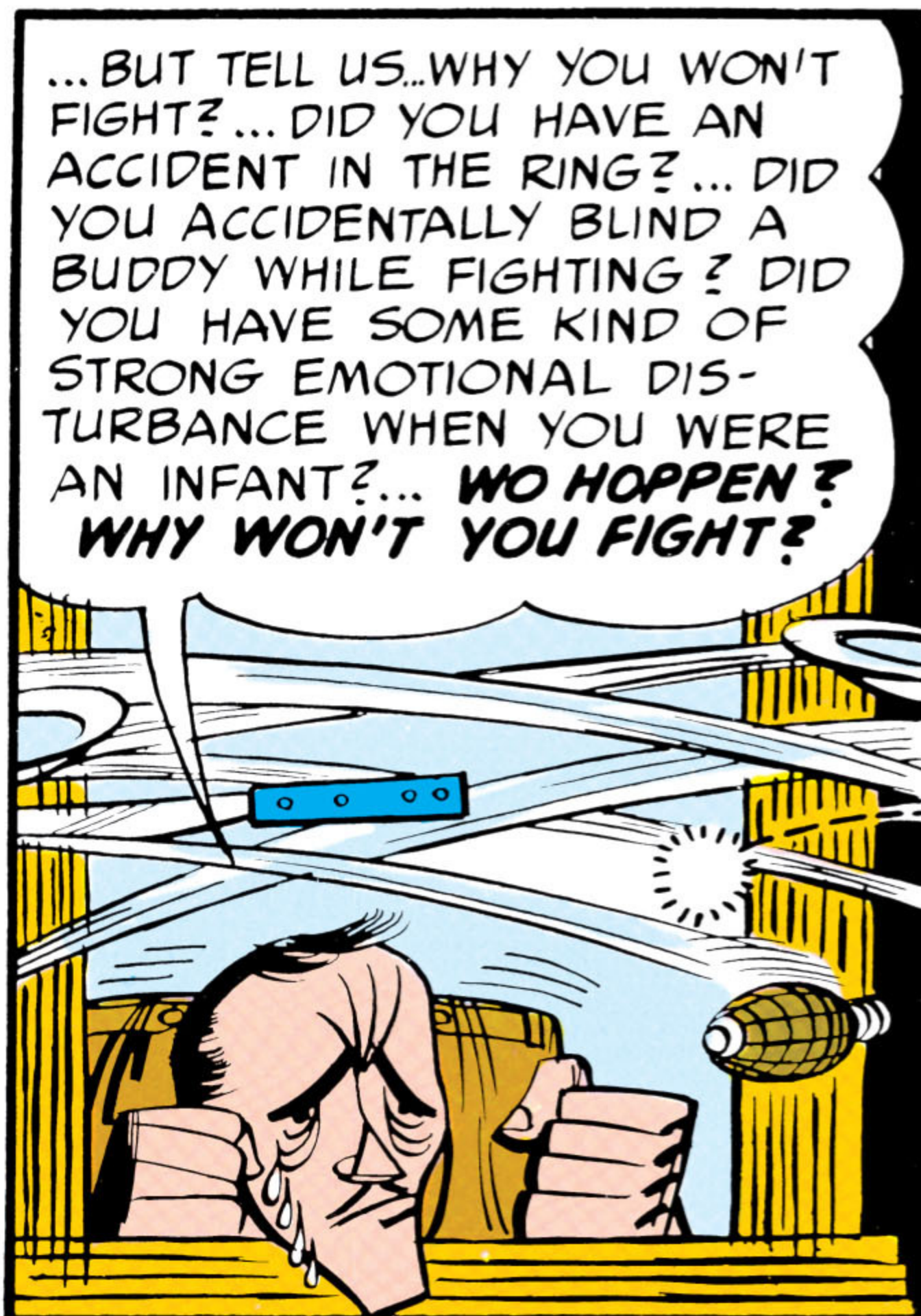
SHODDOP YOU LAZY BUM!

...LITTLE DID YOU KNOW THAT THIS FINAL STAGE OF HAPPINESS WHERE YOU THINK YOU WILL FIND FINAL CONTENTMENT AND HARMONY... IS MERELY THE FINAL PHASE OF 'THE TREATMENT'!

...NOW PREWITT, WILL YOU FIGHT?

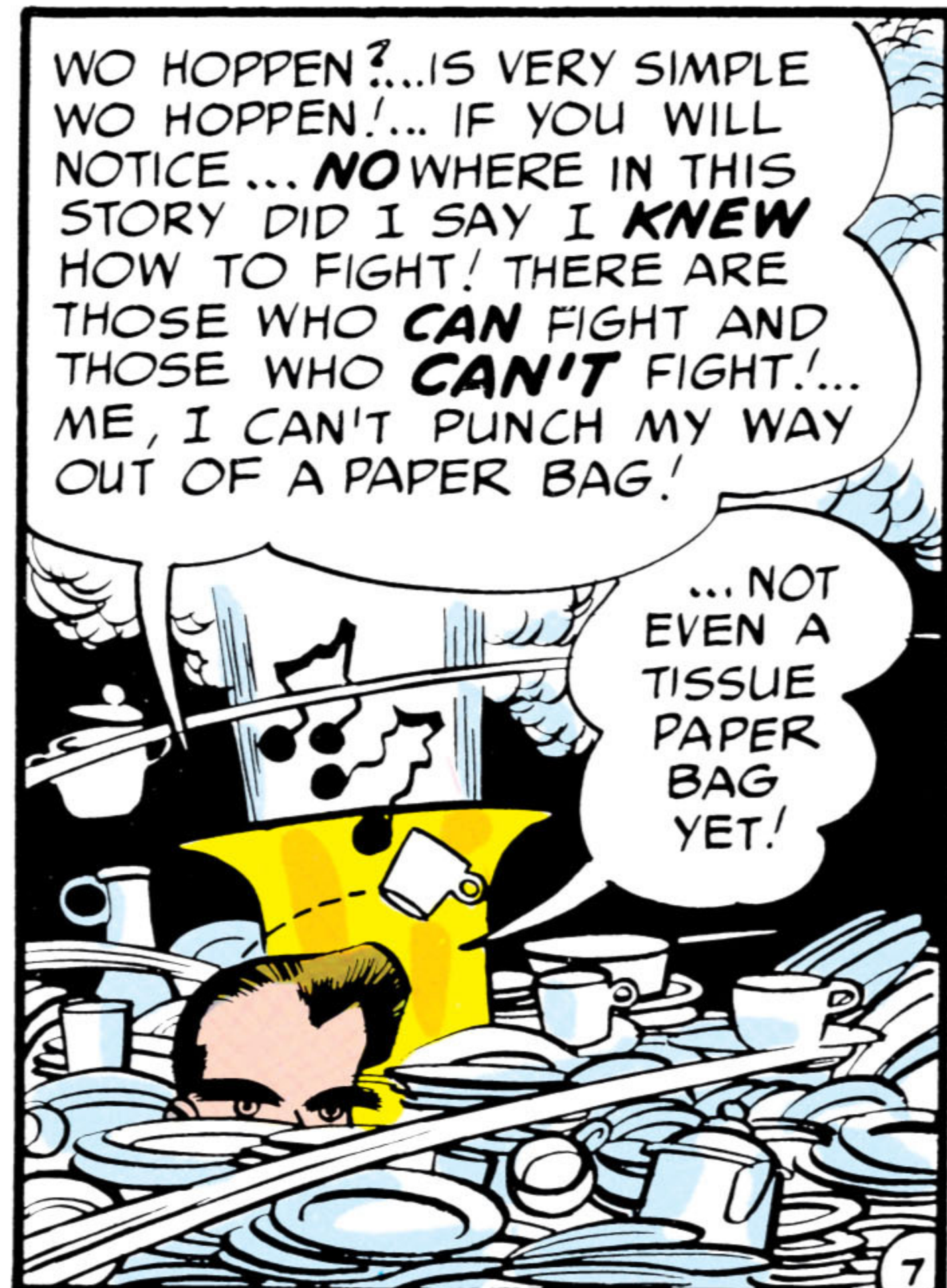


...BUT TELL US...WHY YOU WON'T FIGHT?... DID YOU HAVE AN ACCIDENT IN THE RING?... DID YOU ACCIDENTALLY BLIND A BUDDY WHILE FIGHTING?... DID YOU HAVE SOME KIND OF STRONG EMOTIONAL DISTURBANCE WHEN YOU WERE AN INFANT?... **WO HOPPEN? WHY WON'T YOU FIGHT?**



WO HOPPEN?...IS VERY SIMPLE WO HOPPEN!... IF YOU WILL NOTICE ... **NO** WHERE IN THIS STORY DID I SAY I **KNEW** HOW TO FIGHT! THERE ARE THOSE WHO **CAN** FIGHT AND THOSE WHO **CAN'T** FIGHT!... ME, I CAN'T PUNCH MY WAY OUT OF A PAPER BAG!

...NOT EVEN A TISSUE PAPER BAG YET!



CLOAK AND DAGGER DEPT.: And now, chapter six in the fantastic adventures of SECRET UNDER-MANHOLE-COVER AGENT FIVE FINGERS JONES!

As you remember, in our last chapter, our hero, SECRET UNDER-MANHOLE-COVER AGENT FIVE FINGERS JONES under the alias of Tschesklavitchlabiscabonchomislavarichicaboosko was spying in Moscow's Gremlin when he was picked up by the B.V.D.'s (initials for Secret Police) and brought before the Secret Police chief, Buried, who, with spy queen, Floppova Movova, tries to torture information out of Jones with a 'brain-wash'. After wearing out three washing machines, Buried, in a fit of rage, pressed a pistol to Jones' eye-ball and threatened to shoot . . . and that's the story up to date. However, you know as well as I, dear reader, that Jones will get out of this pickle, for heroes always get out of pickles in chapters, because if they didn't, radio programs wouldn't be able to go on again . . . you wouldn't buy magazines for the next installment . . . everything would be all farshimmelt! . . . And so, on to the next installment of . . .

"You have killed the hero of the story! How shall we continue the story? Everything is now all farshimmelt!"

And everything most certainly is.

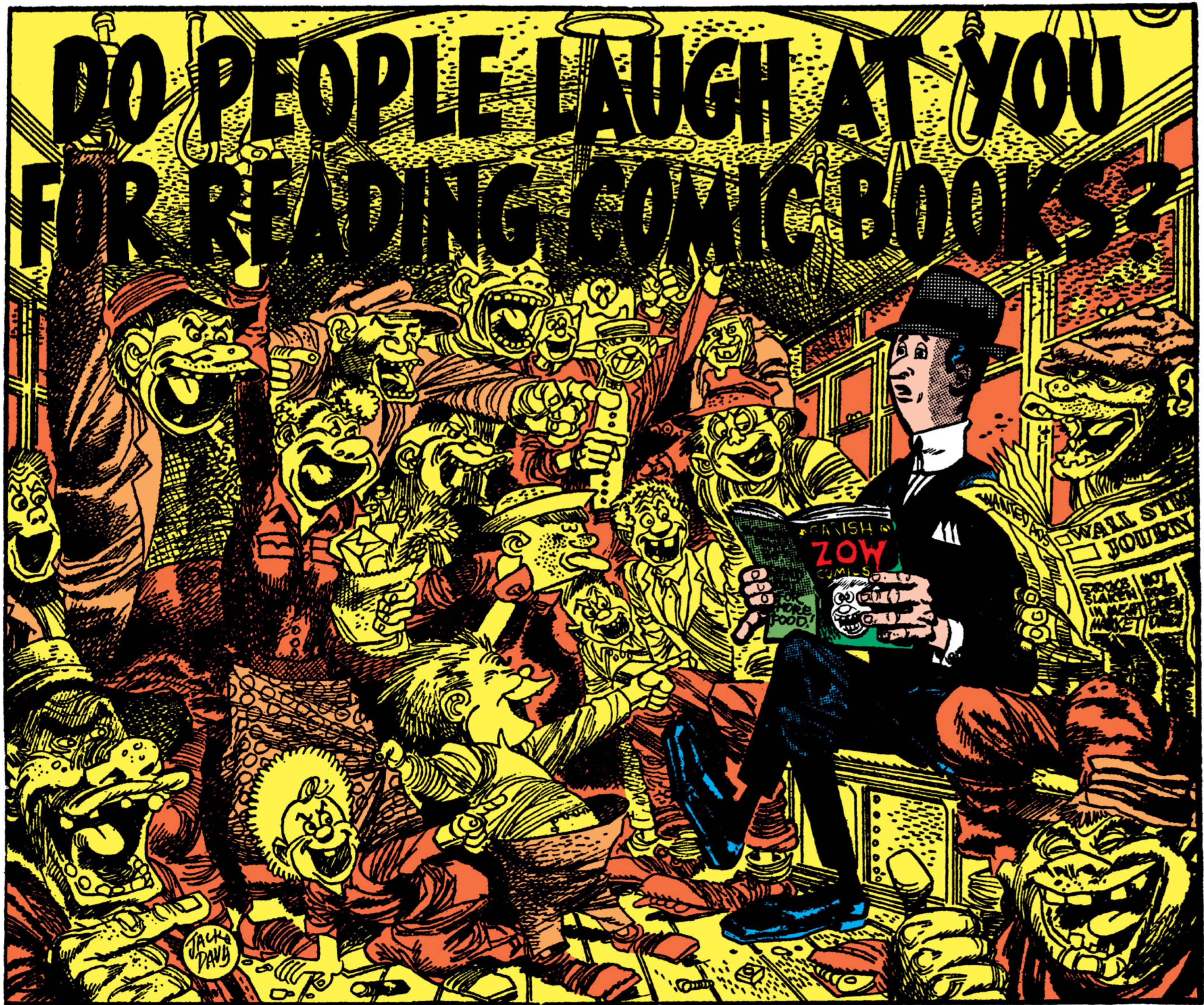


"What was your mission?" screams Buried, placing his pistol against Jones' eye-ball.

Suddenly there is a loud BANG!

When the smoke clears, Jones is seen, lying on the floor with a hole as big as a base-ball in the middle of his head.

"What have you done?" screams Floppova,



DO YOU HEAR PEOPLE FAINTLY SNICKERING BEHIND YOUR BACK AS YOU RIDE THE TRAIN TO SCHOOL OR WORK? EXAMINE THE SITUATION! HAVE YOU FORGOTTEN YOUR PANTS? IS THE COMIC BOOK YOU ARE READING ONE OF THE KIND WITH THE LOUD, GARISH COVERS? NO WONDER PEOPLE LAUGH! DO YOU WANT TO LOOK LIKE AN IDIOT READING COMIC BOOKS ALL YOUR LIFE?... IF YOU DON'T, THEN LISTEN TO THIS! **MAD** COMIC BOOK HAS A NEW COVER DESIGN THAT MAKES IT LOOK LIKE HIGH-CLASS LITERATURE! BUY THE LATEST ISSUE OF **MAD**, THEN YOU CAN LOOK LIKE AN IDIOT READING HIGH-CLASS LITERATURE!...BUY **MAD** AT YOUR NEWSSTAND...OR SUBSCRIBE!



SUBSCRIPTION COUPON

MAD EDITORS
ROOM 706
225 LAFAYETTE ST.
N.Y.C. 12, N.Y.

PLEASE SEND ME THE NEXT 8 ISSUES OF **MAD** FOR WHICH I ENCLOSE ONE DOLLAR (\$1.00)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MAD MUMBLINGS



Dear Editors,

I dug the story, "Bop Jokes," in MAD comics #9 and I thought I'd flip. Man! It was the most; real nervous, real frantic, real crazy, real cool, exotically edgar. I got a MAD kick out of it, man, a large charge. Man! ... I was really stoned!

In other words, I think the magazine was very nice.
—Sandy Milne—National City, California

... I dug the bop thing where two kats were digging the Charlie Parker record. That really flipped me because I dug him the most. I didn't know you guys were hep on the jazz scene, because it's guys like "Bird" and Stan Getz, and Lionel Hampton that really keep the wheels going. So this thing goes to prove that Severin, who drew up that part, is a mellow fellow.—John Savocka—Clifton, New Jersey

... I sent my bread in a long time ago and I finally got my first issue of MAD. Ace ... your Bop Jokes are the most. Even my old Granny flipped. My brother plays with Charlie Parker, and when I showed him your Bop Jokes about the Kats digging the Charlie Parker record, he almost split. He digs your book too, especially when he's 'tore up' (stoned). I am an artist and some day I'm going to come to New York and apply for a job at your quaint little establishment. Until then, ace, sit on ice (keep cool).—Colleen Irwin—Azusa, California

... I was casing the mags at a drugstore when I happened to pin this crazy-looking comic book. Well, man, I nearly flipped. I was casing the way you had the Kats dressed. Man, if you dressed that way where I go to school, they would think you were just a young Kat getting hep to the new style. Man, I mean we wear drapes and suedes and we dig bop talk, but a lot of Kats are going conservative. Now to me, if a Kat's gonna go conservative, he might as well go square. But on the other hand, I don't know where you got your ideas of how a Kat dresses. Man, it's O.K. to be cool but a Kat would only dress like that if he was out for kicks.—A Kat from Lackawana

... Below, find my Hepster's Dictionary, up to date and cool.

CRIB — house
WHEELS — car
RANK — stupid
STRUGGLE — dance
CUTOUT — leave
LAY DEAD — wait
SCARF — eat

CUT — make fun of
LATER — so long
BREAD — money
NOD — sleep
THE SPLASH — rain
BRIGHT — day
BLOOD — wine

—Jack the Maniac—Redwood City, California

... I have a bop joke ... two Kats in a room three stories up ... one Kat says, "Man, raise that crazy window" ... second Kat does so just as a hurricane hits the building ... After it passes, only thing left in the room is the window, floor and chair first Kat is sitting in ... first Kat says, "Higher, man, higher!"—James E. Ellis—Knoxville, Tennessee

... Bop Joke ... Two Kats on top of the Empire State Building realize they have an appointment elsewhere ... go to elevator ... swing open elevator doors and step in ... Unfortunately, elevator is not there ... As they whistle down the shaft, first Kat turns to second ... says, "Man, if we'd taken the local, we'd have been late!"—John Lanctot—Burlington, Vermont

... A l'attention de Dick Clarkson, c/o Mad Mumblings ... La prochaine fois que tu trouve des fautes en francais dans un canard, te faut pas écrire à l'éditeur. Vaut mieux te planquer dans un dictionnaire francais. Tu as du culot de corriger David Platt, un gars qui est encore au lycée parce que tu es un peu ganflé. Mon vieux, tu n'es pas à la page. Selon le dictionnaire Larousse et selon beaucoup de francais, le verbe correcter n'existe pas. Faut dire corriger.—Jean LeMorpion, Exchange Student N. Y. U.—New York City

Creuse ce Francais fou!—ed.

... Please tell me! You've got to tell me before I go MAD! What does BWAH mean?—Hugh Redmon—Oklahoma City, Oklahoma

"Bwah," is how you might pronounce the idiom. "Boy!" when speaking with intense enthusiasm.—ed.

... I think I can say, without fear of contradiction, that MAD is one of the most popular comics on the stands today. Everyone in my school likes it.—Eddie Schnieder—Miami Beach, Florida

... When MAD comics first came out, I thought it was the greatest book ever. But slowly and surely, it's turning into the same corny junk as the rest.—George VamPire—New York City

A subscription to this corny junk will cost you one buck (\$1.00) for eight issues ... manila envelopes! Address for sub orders, gripes, or enthusiastic fan-mail is:

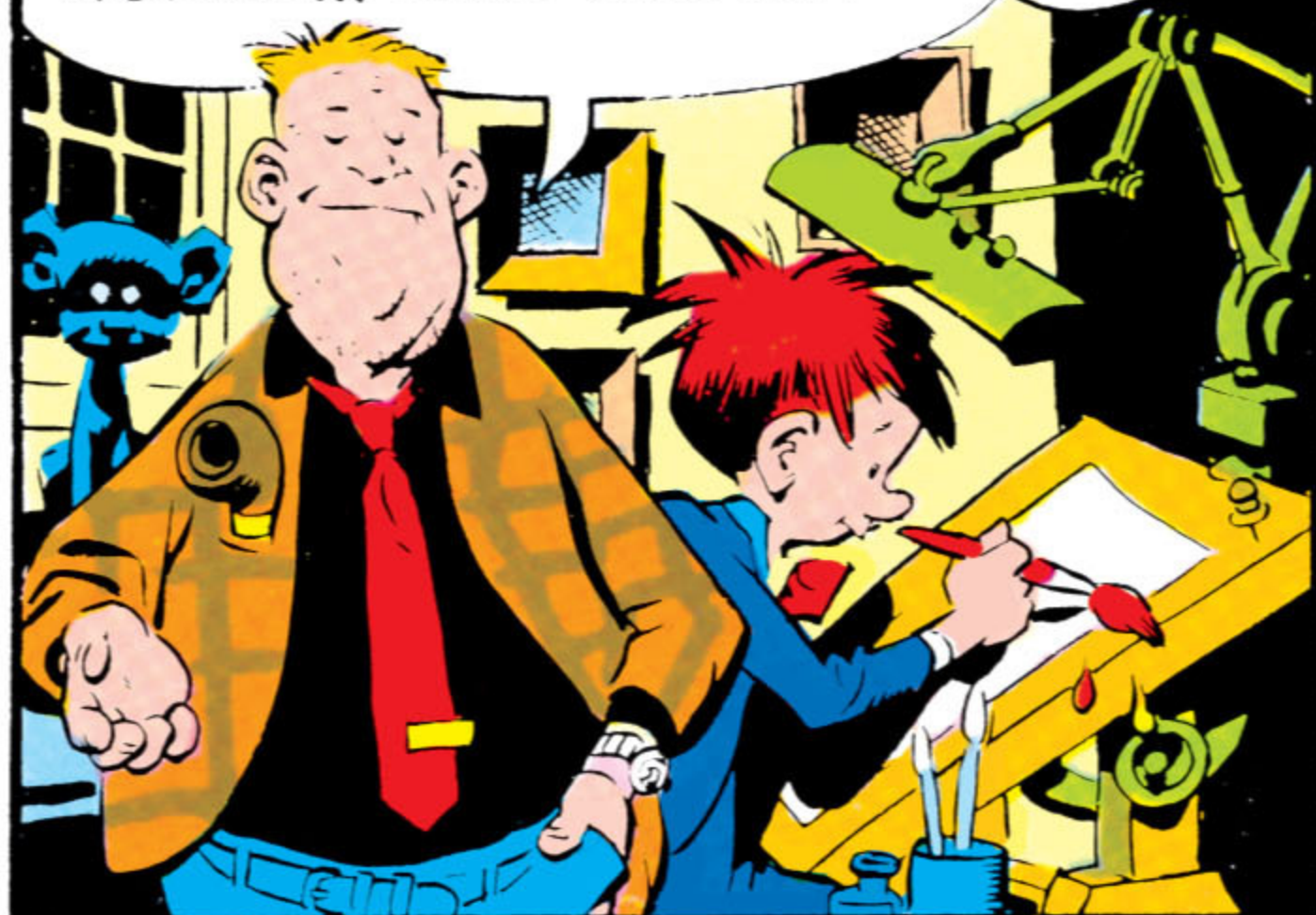
Mad Editors
Room 706, Dept. 12
225 Lafayette St.
N.Y.C. 12, N.Y.

DDD(3-D) COMICS DEPT.: BY NOW YOU ARE FAMILIAR WITH 3-D COMIC BOOKS! YOU KNOW THAT SOME 3-D BOOKS ENCLOSE **ONE** SET OF 3-D GLASSES... YOU KNOW SOME 3-D BOOKS ENCLOSE **TWO** SETS OF 3-D GLASSES!... WE ARE PROUD TO ANNOUNCE THAT WE OF **MAD** ARE ENCLOSING **NO** SETS OF 3-D GLASSES FOR THIS, OUR FIRST **MAD** STORY IN...

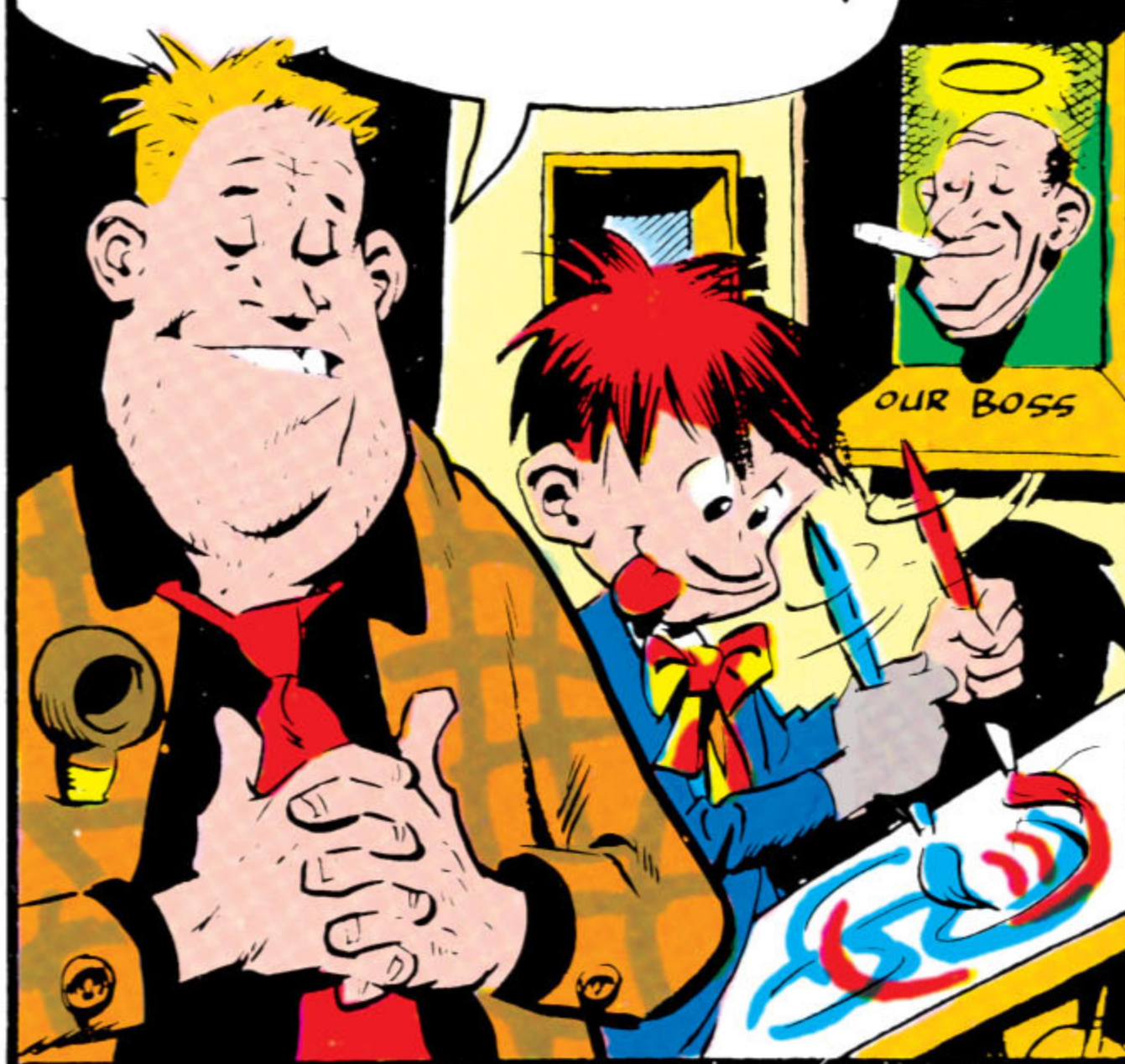
3-DIMENSIONS!



HI, MAD READER!... I AM THE WRITER OF THIS **MAD** STORY AND THIS IS THE ARTIST! WE ARE GOING TO TRY TO GIVE YOU A REAL PERSONAL HOME-TOWN FRIEND TO FRIEND DESCRIPTION OF HOW 3-D COMICS ARE MADE!... YOU SEE... WE WANT TO BE YOUR FRIEND!... WE WANT YOU TO BE OUR FRIEND! AND IF YOU ARE OUR FRIEND, WE ARE YOUR FRIEND AND LETS EVERYBODY BE FRIENDS! IN OTHER WORDS... SEND MONEY!



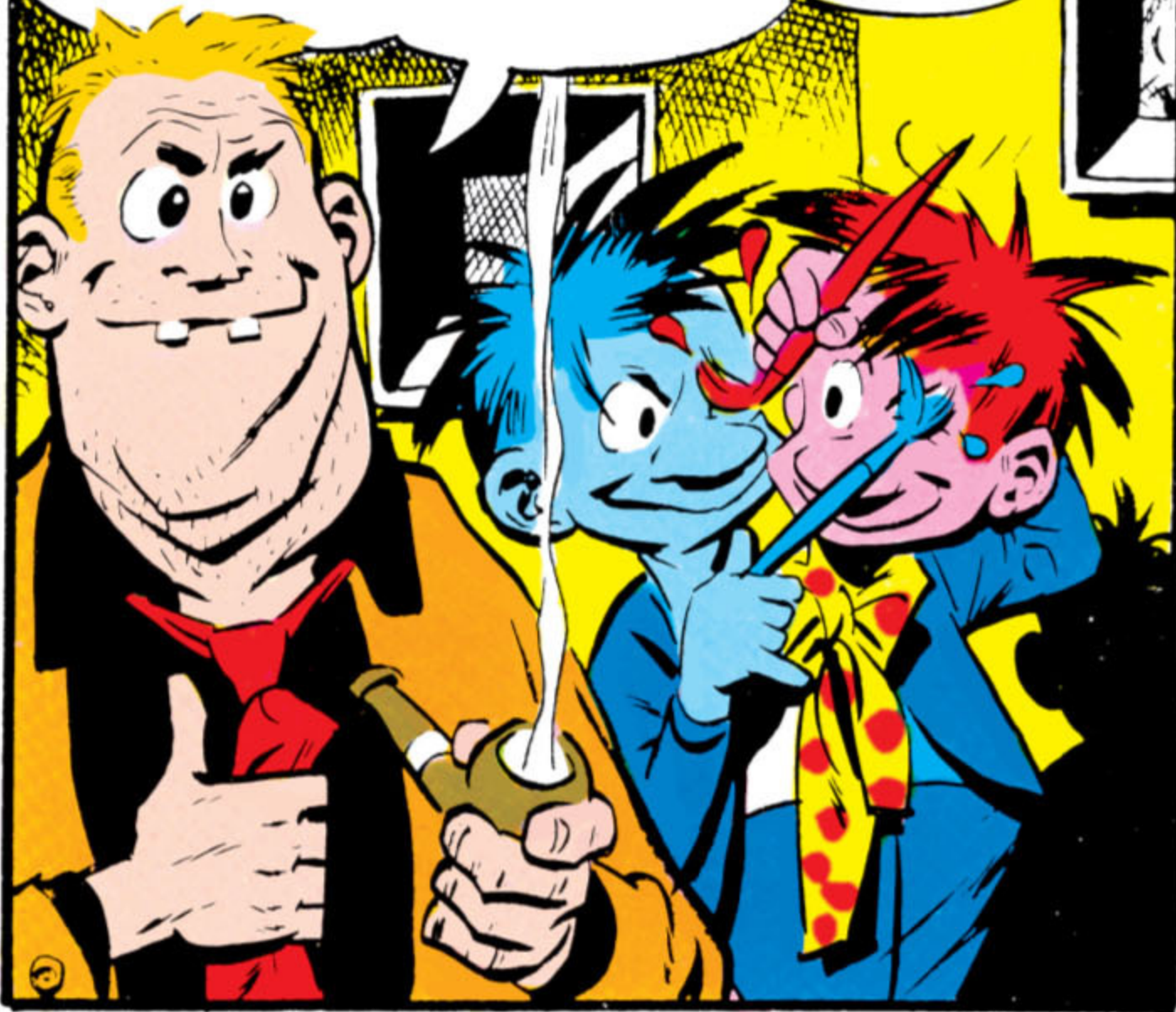
... AS YOU NOTICE, THE DRAWING ABOVE IS A RED AND BLUE THREE DIMENSIONAL DRAWING! AND AS YOU ALSO MIGHT NOTICE, OUR ARTIST IS NOW DRAWING A 3-D DRAWING WITH A RED AND BLUE BRUSH... EACH HELD IN A SEPARATE HAND AT THE SAME TIME!



... YOU MIGHT THINK THAT THIS IS DIFFICULT... FOR AN ARTIST TO CONCENTRATE ON SEPARATE RED AND BLUE DRAWINGS AT THE SAME TIME! ACTUALLY... OUR ARTIST IS SPECIALLY TALENTED, BEING EQUIPPED WITH A SPECIAL RED AND BLUE HEAD!



...AND NOW...AN ACTUAL LOOK AT 3-D IN ACTION! SINCE WE SUPPLY NO 3-D GLASSES LET US SUGGEST YOU MAKE YOUR OWN BY PAINTING MOTHER'S READING GLASSES RED AND BLUE...OR PERHAPS YOU MIGHT PAINT RED AND BLUE RIGHT OVER YOUR EYEBALLS... IN ANY CASE...



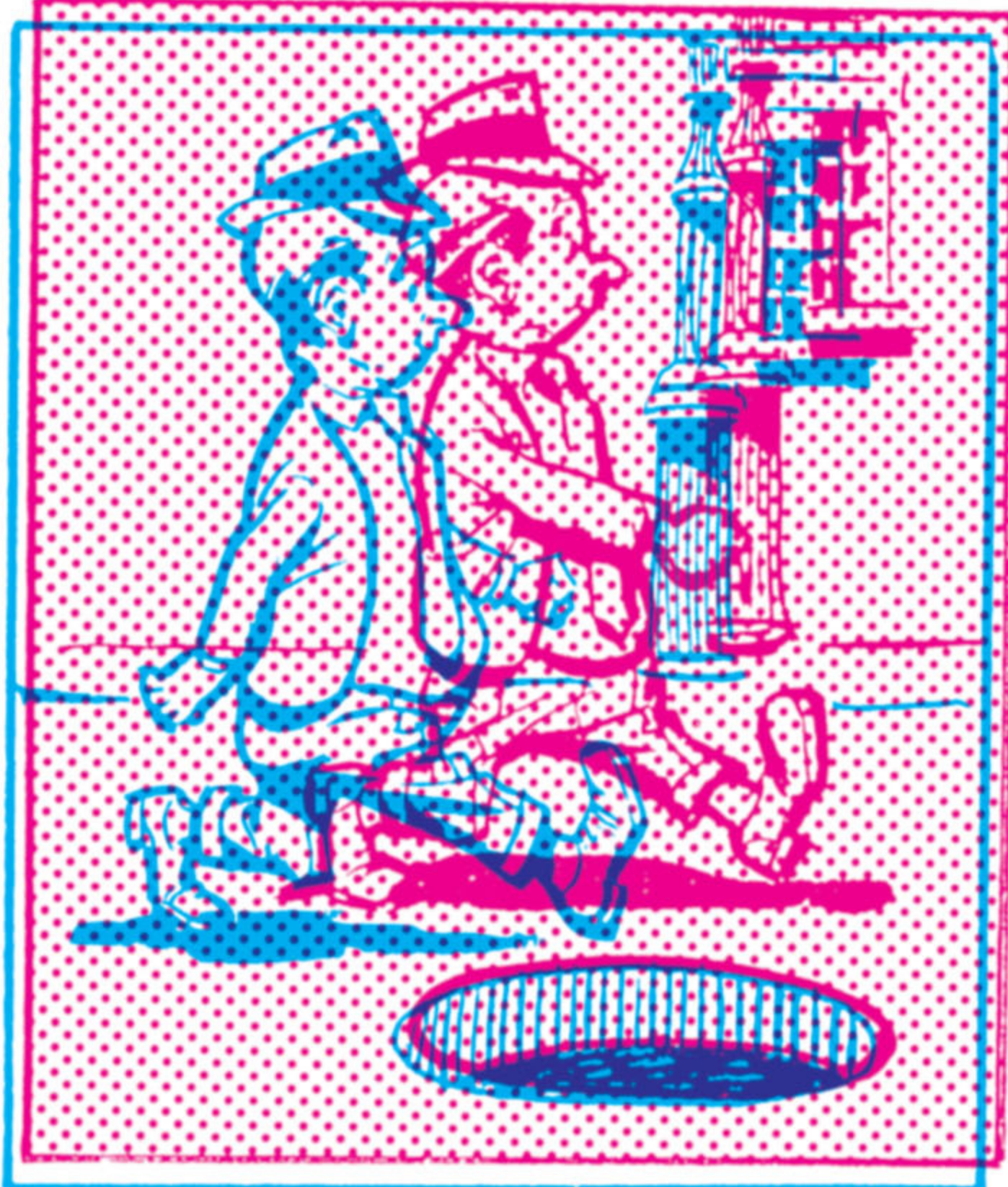
...YOU WILL BE ABLE TO FOLLOW OUR STORY IN THESE CAPTIONS!...NOW... SOME SAY 3-D CAUSES EYESTRAIN!



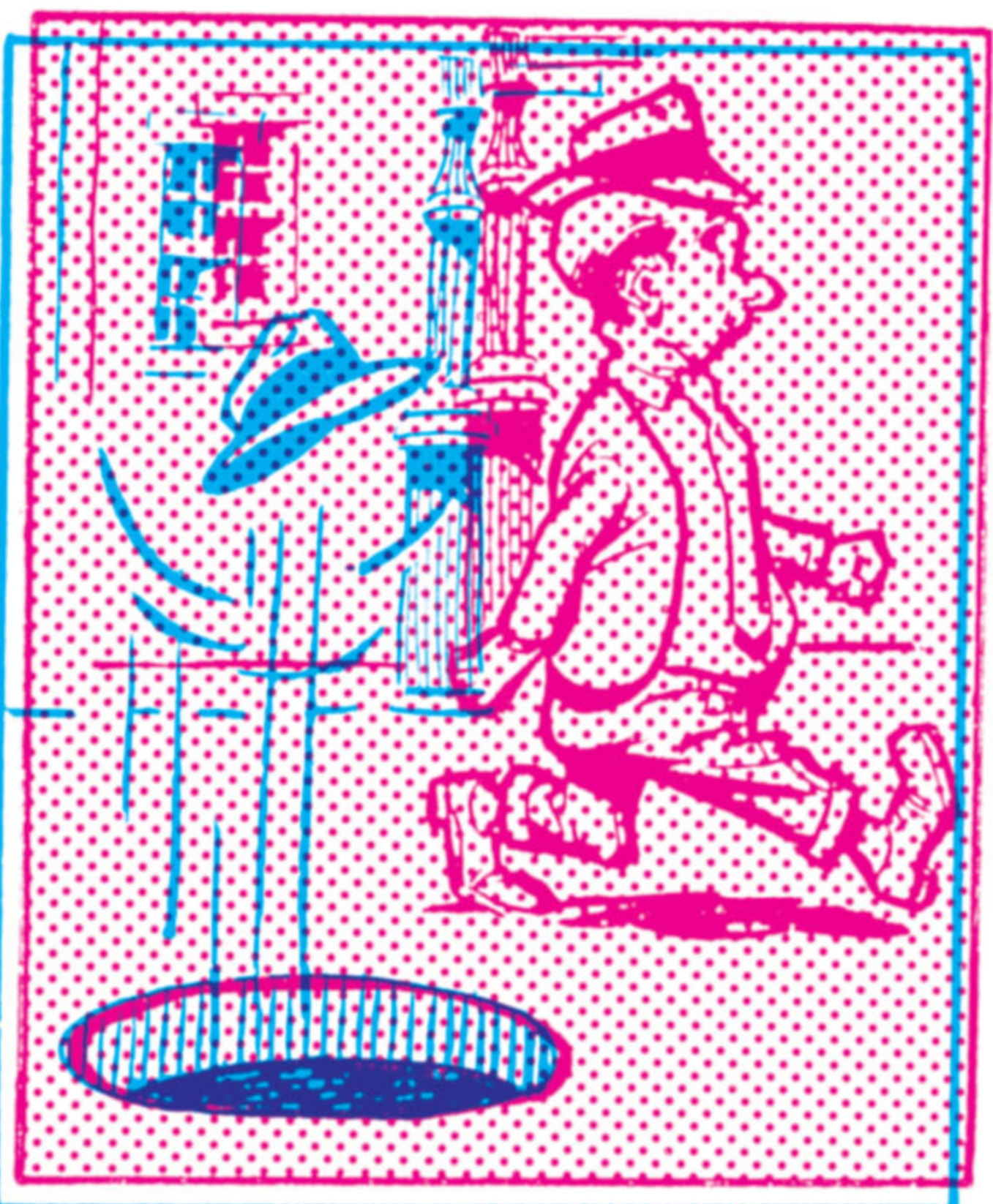
...SOME SAY 3-D MAKES YOU SEE GREEN SPOTS IN FRONT OF YOUR EYES! WE OF **MAD** ASSURE YOU THEY ARE **WRONG!**



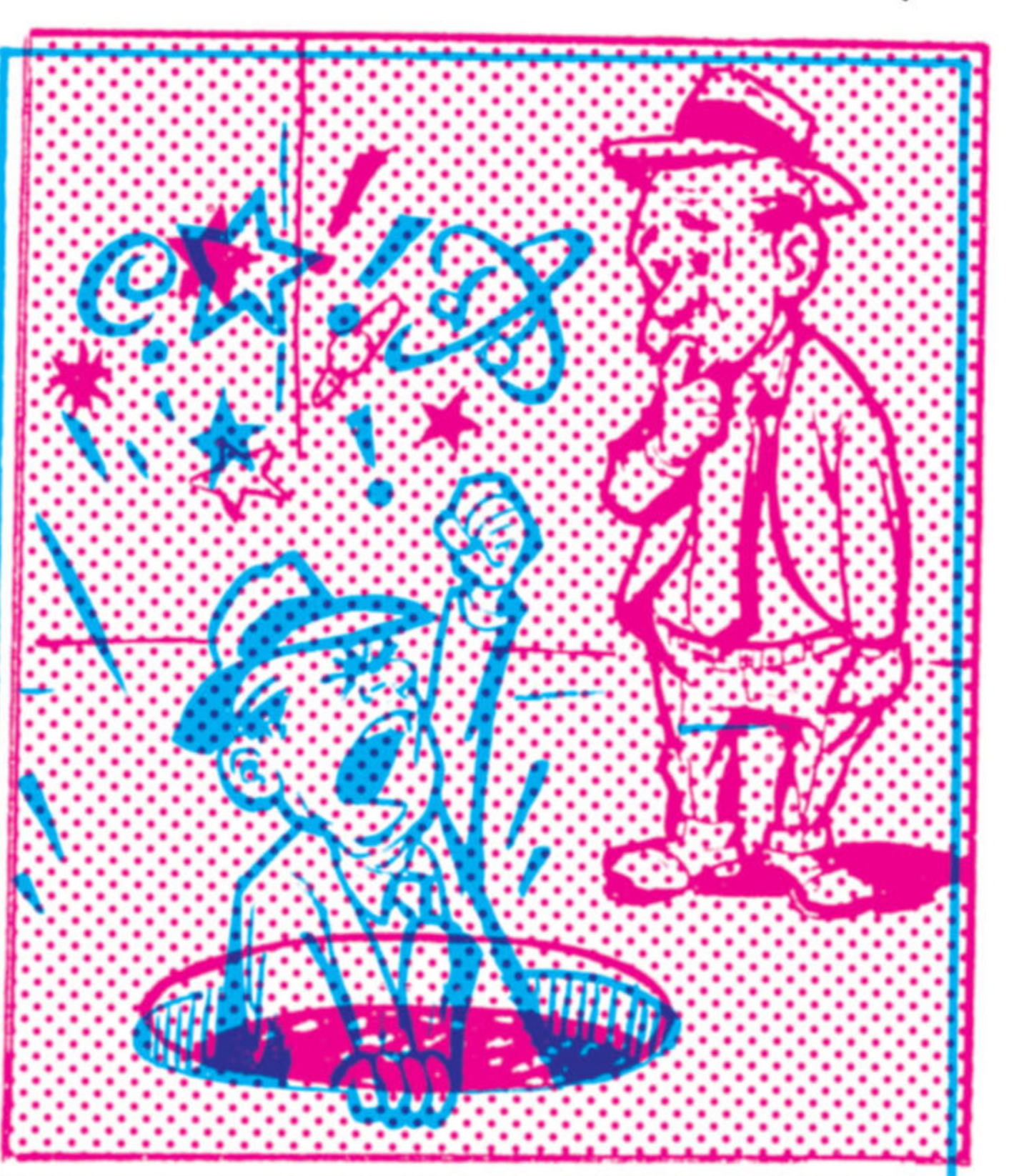
WHEN THESE PARTIES TELL YOU THAT 3-D MAKES YOUR EYES BURN AND SEE REDDISH... **DON'T BELIEVE THEM!**



...DOCTORS HAVE PROVEN TWO-TO-ONE, THAT 3-D CAUSES NO EYE-STRAIN...NO REDNESS OR FATIGUE!



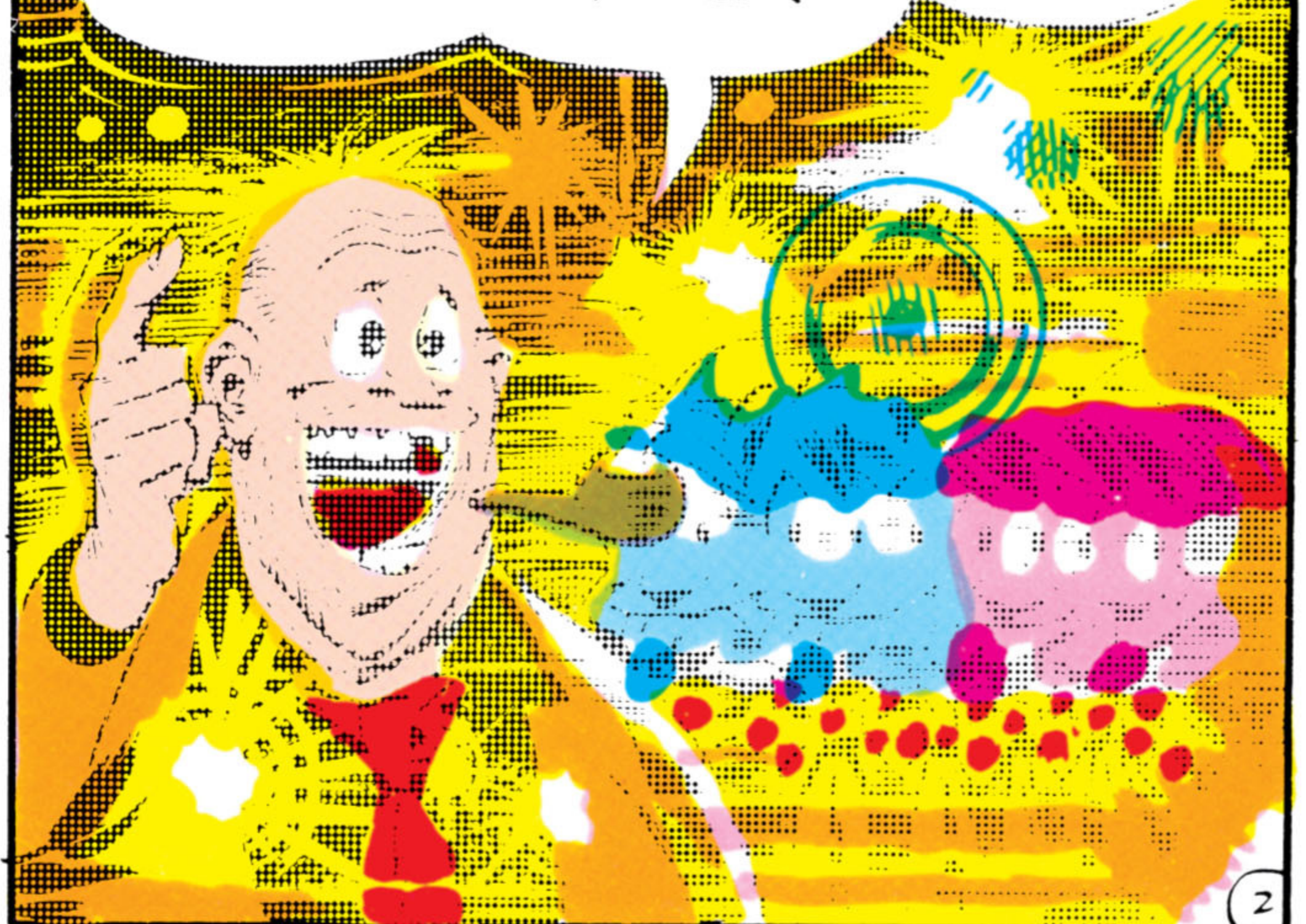
...IN FACT, DOCTORS HAVE PROVEN THAT 3-D IS BENEFICIAL AND HELPS TO GIVE THE EYEBALLS NEEDED EXERCISE!



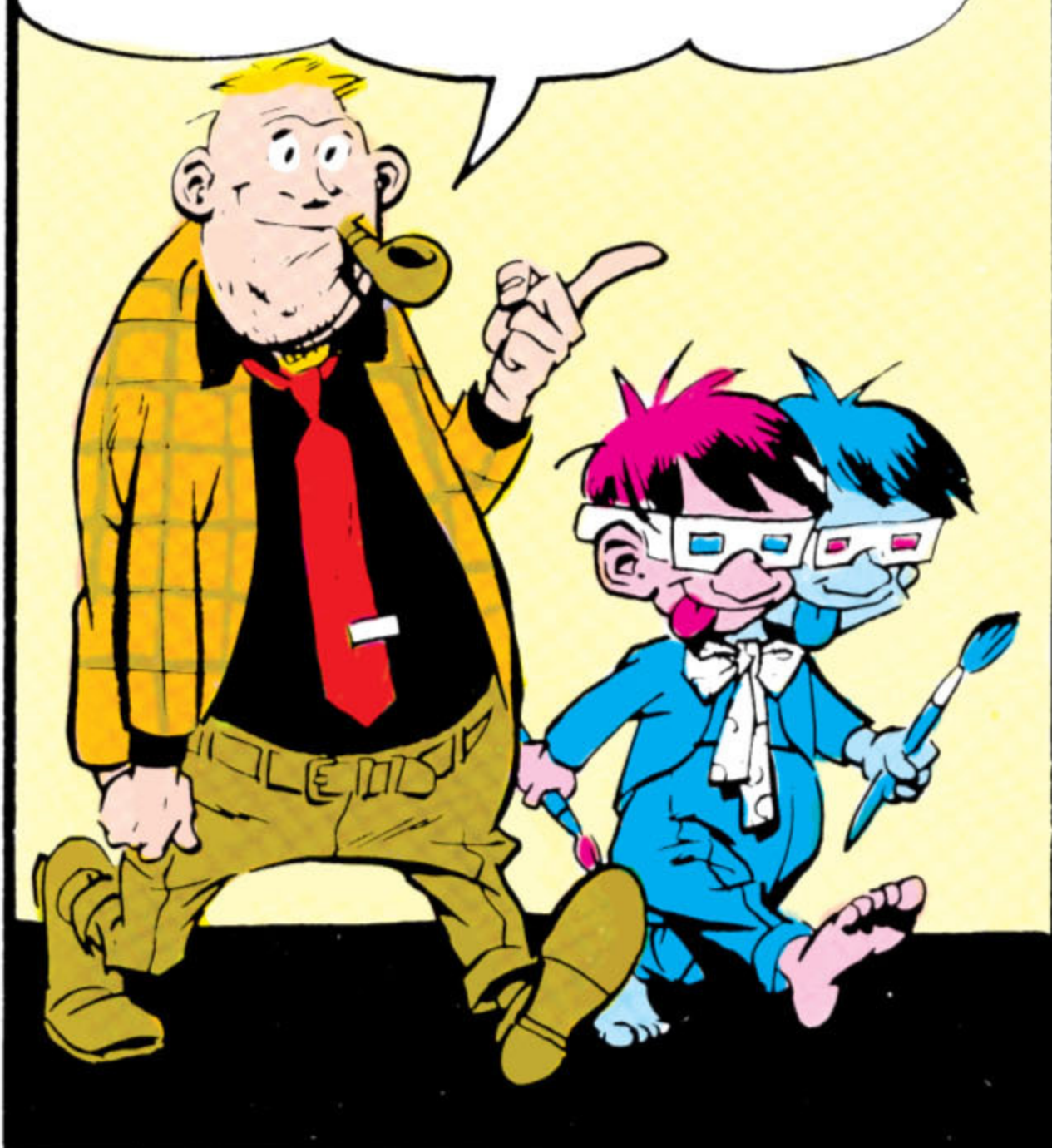
LOOK AT THESE 3-D DRAWINGS!...LOOK AT THE CLARITY OF THE PICTURE BELOW... THE FINE DETAILS OF THE FACES... **PROOF POSITIVE THAT 3-D CAUSES NO EYESTRAIN!**



THERE, NOW! LET'S GET BACK TO NORMAL PICTURES... AND IF ANY OF THESE SCHEMING NO-GOOD BUMS TELL YOU 3-D DISTORTS YOUR VISION, YOU JUST TELL THEM HOW SHARP YOU CAN REALLY SEE WITH YOUR EXERCISED EYEBALLS!



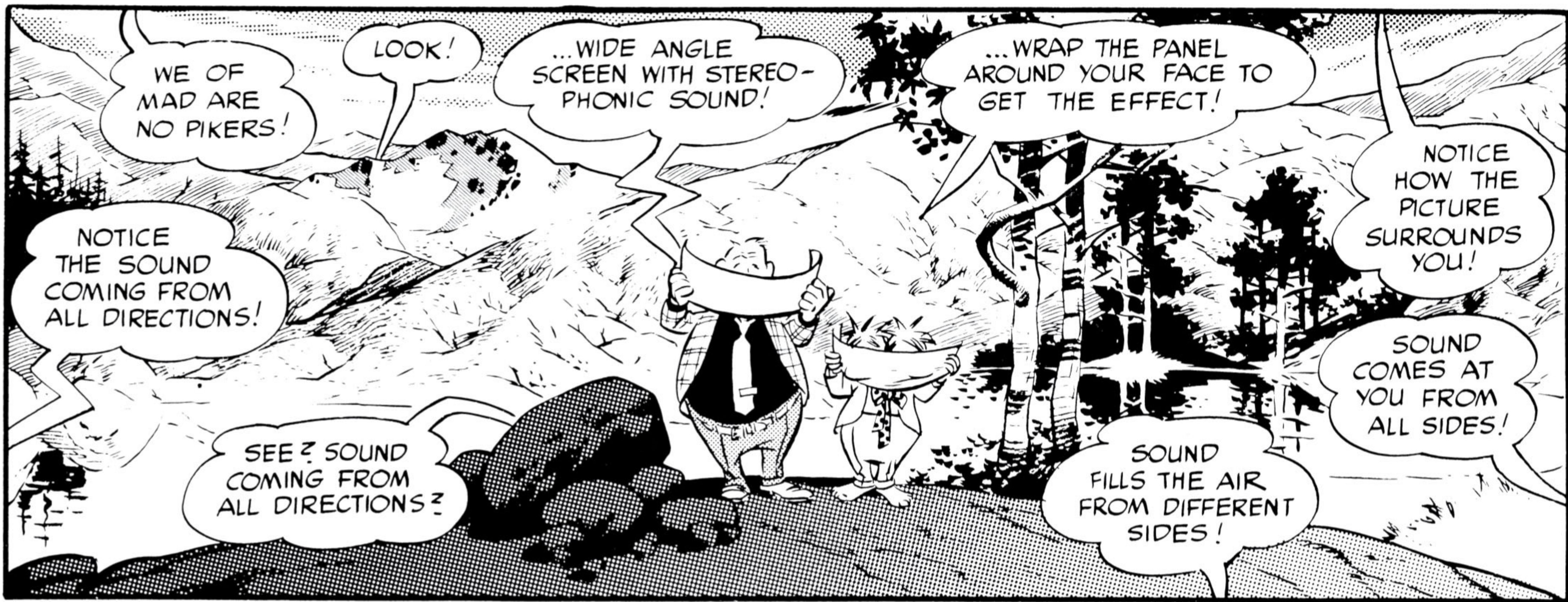
AT THIS POINT...SINCE **YOU...**
MAD READER, ARE PROBABLY
GETTING ANNOYED AT NOT
HAVING YOUR 3-D GLASSES, THE
FOLLOWING PICTURES ARE PRE-
SENTED AS THEY **WOULD** LOOK
IF YOU **WERE** VIEWING THEM
THROUGH 3-D GLASSES!



...SEE? THIS IS HOW AN UGLY
COLORLESS 3-D PICTURE
LOOKS IF YOU HAD ON
YOUR 3-D GLASSES!...NOTICE
HOW THIS PICTURE HAS THE
ILLUSION OF DEPTH!



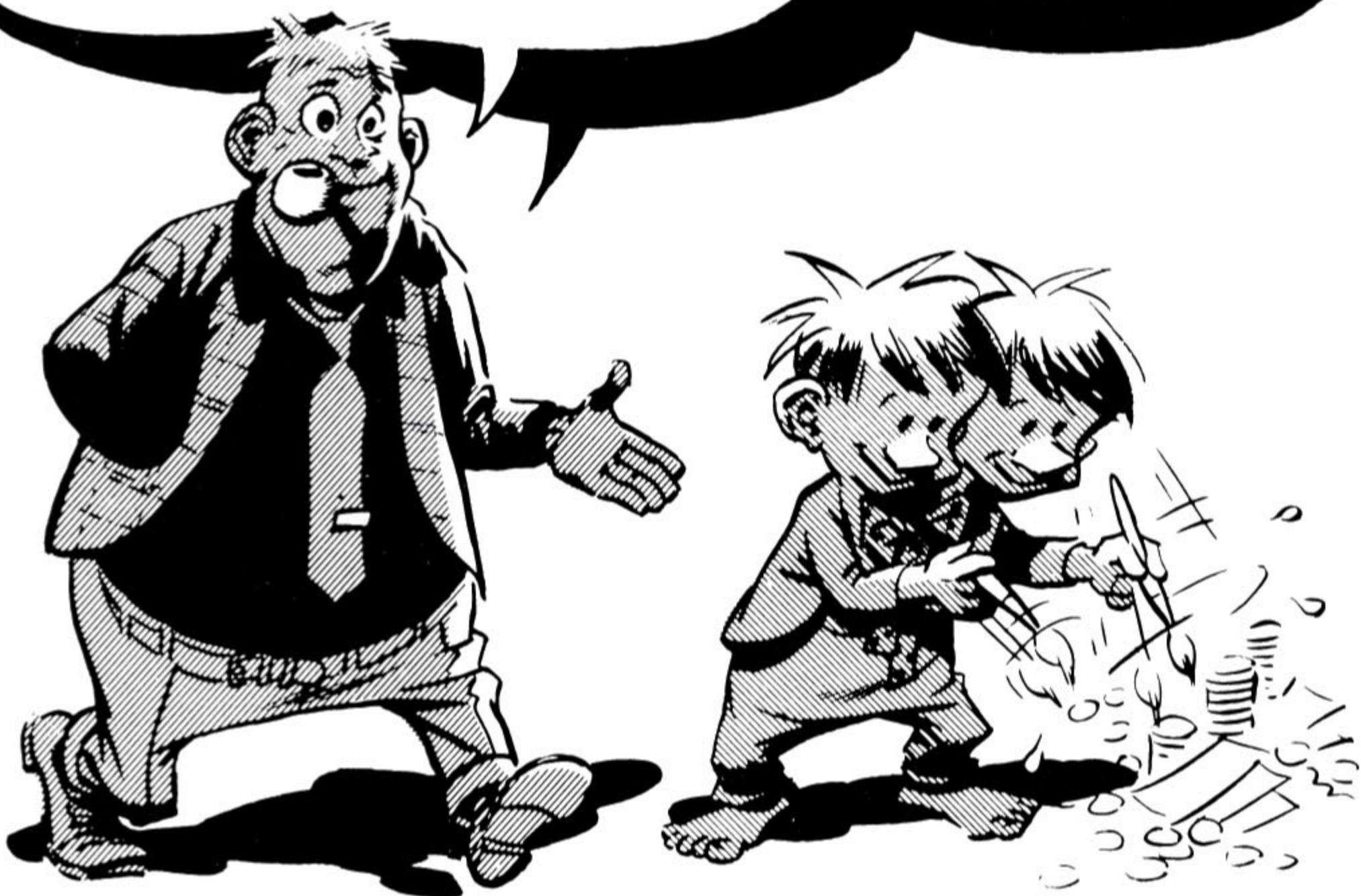
...NOTICE HOW YOU CAN PRAC-
TICALLY REACH OUT AND FEEL
THINGS! AS A MATTER OF FACT,
YOU **CAN** REACH OUT AND FEEL
THINGS!... HERE JUST TOUCH
THIS PIECE OF PAPER!



...YOU STILL MIGHT SAY...THIS IS
MERELY AN ILLUSION AND NOT
THE REAL THING! WE OF MAD
SAY... THIS 3-D MEDIUM BRINGS
US POWERS UNDREAMED OF!...
WATCH HOW WE TEAR A HOLE
IN **YOUR** COMIC BOOK
**BEFORE YOUR VERY
EYES!**



PERHAPS YOU ARE NOT AWARE OF THE POTENTIALITIES OF 3-D! JUST THINK, MAN... WITH THIS MEDIUM... THE ARTIST WILL BE ABLE TO DRAW **ANYTHING** AND YOU WILL BE ABLE TO **TOUCH** IT, **FEEL** IT! LET US GIVE YOU AN EXAMPLE!



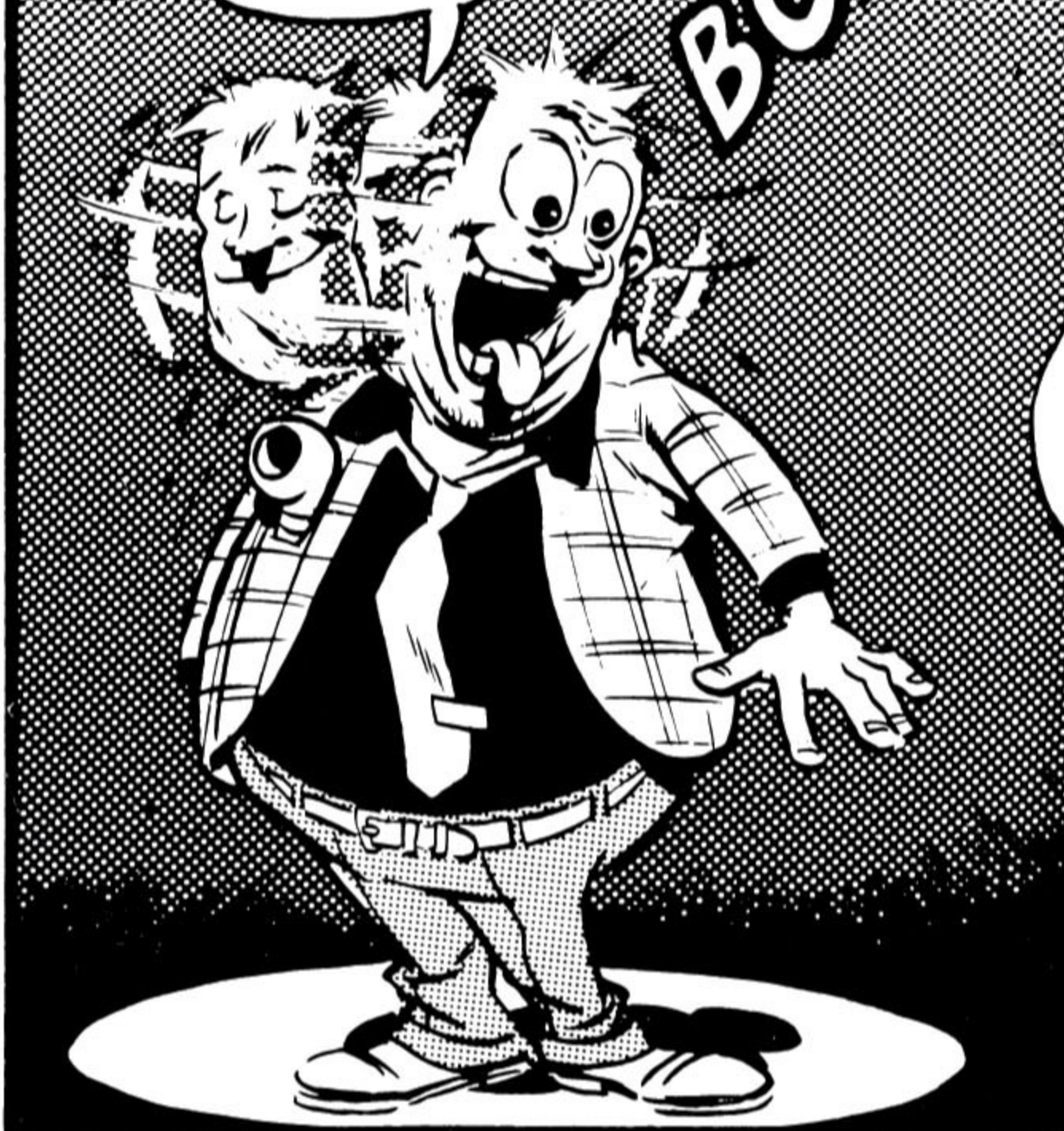
...SEE? HE DRAWS MONEY... MONEY I CAN HOLD IN MY HAND! ENOUGH TO DRIVE ANY MAN MAD! GO AHEAD!... GET ALL EXCITED AT ALL THIS WEALTH!... SPEAKING FOR MYSELF... I AS A WRITER, KNOWING FULL WELL THAT THE GREATER VALUES IN LIFE ARE NOT MATERIAL, DO NOT GET EXCITED!



LOOK! HE DRAWS FOOD... SILK... DIAMONDS! GO... GET EXCITED OVER THESE MATERIAL THINGS!... I LOOK AS AN AMUSED SPECTATOR... EMOTIONALLY COLD TO THESE MATERIAL THINGS!



...LOOK!... NOW HE IS DRAWING MORE MATERIAL THINGS!... WHAT DULL MATERIAL THING IS IT THIS TIME?



YAY FOR MATERIAL THINGS!

LEMME AT THEM MATERIAL THINGS!!

GETCHER COTTON PICKIN' HANDS OFF ME!

WHEE

WOW!

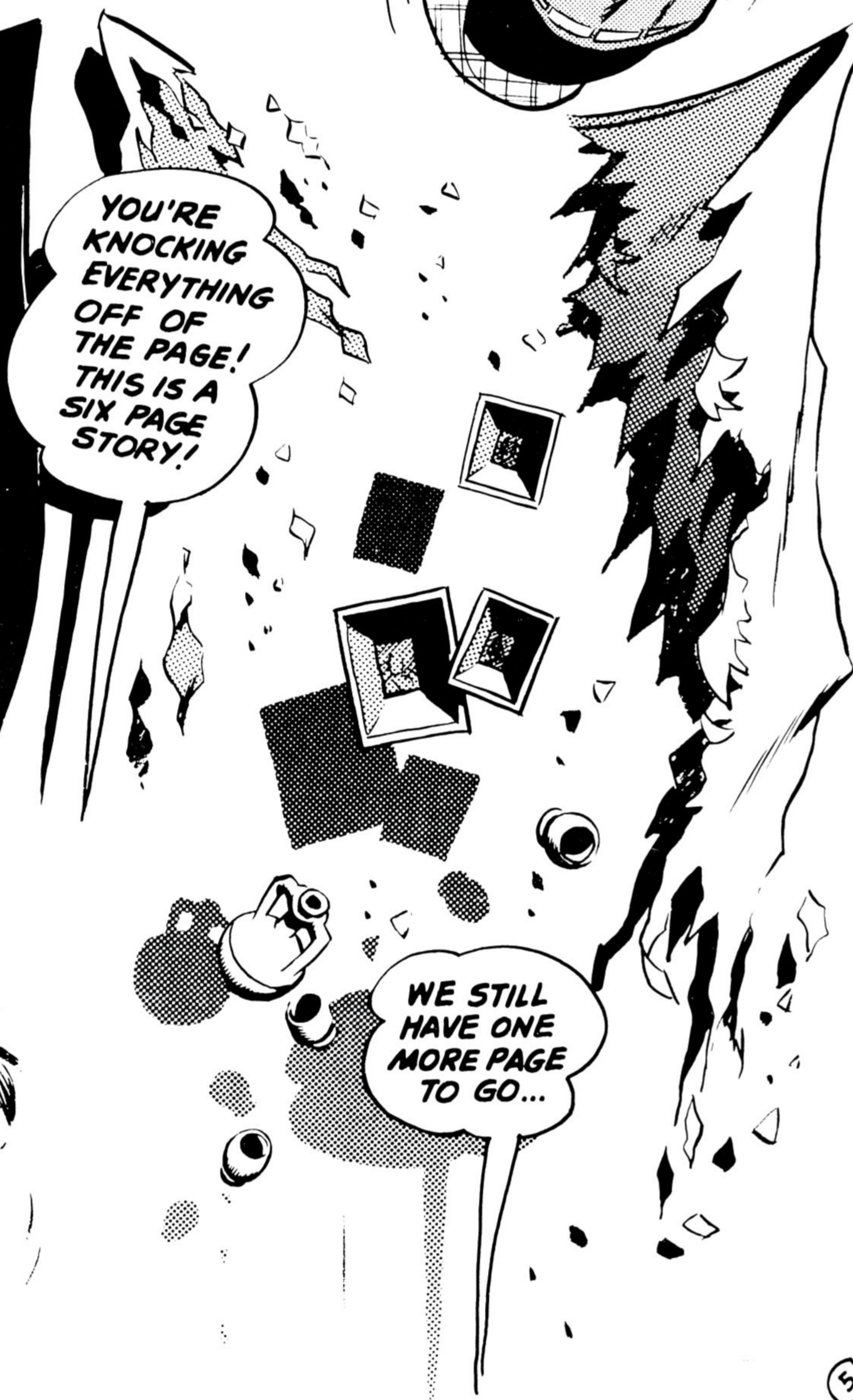
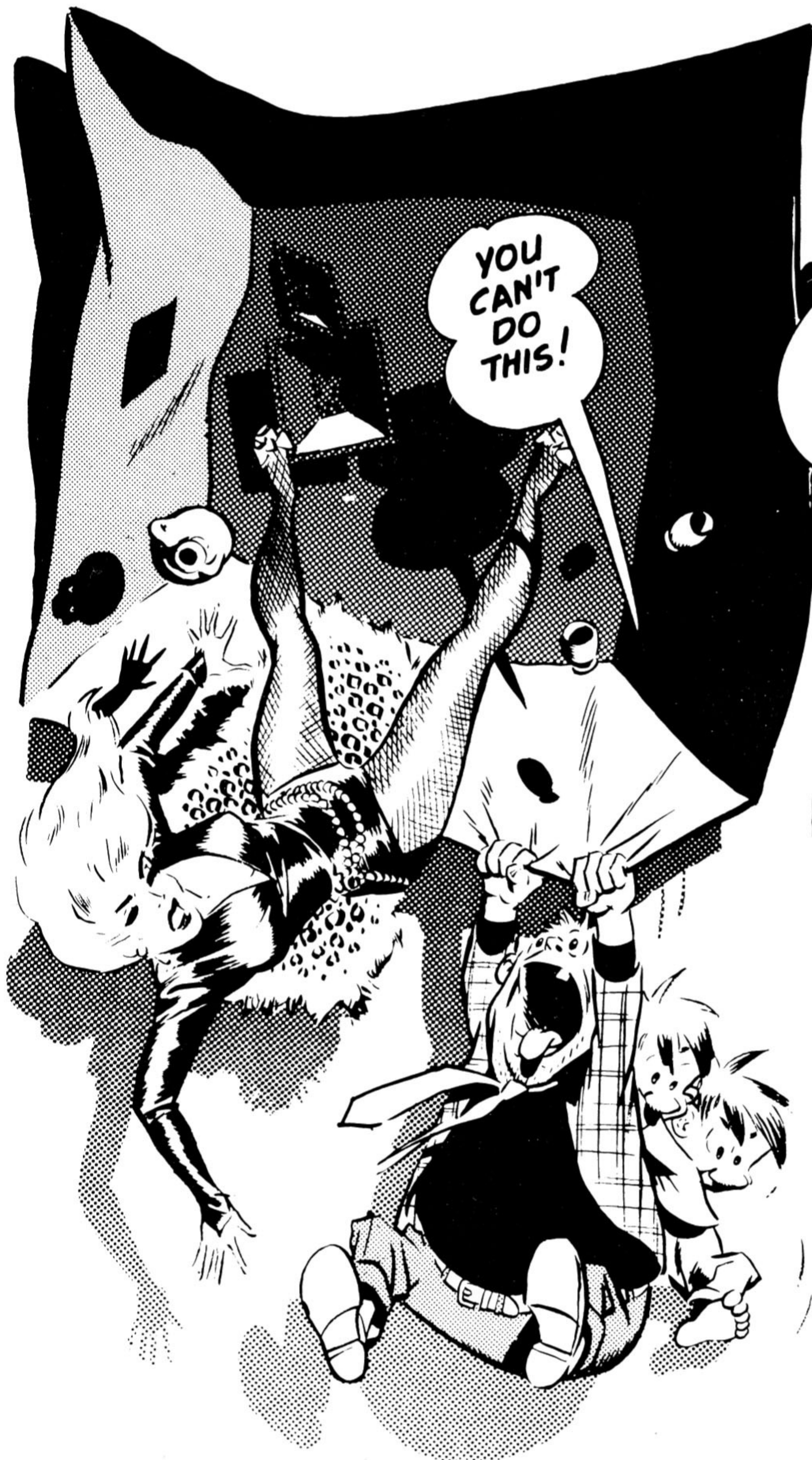
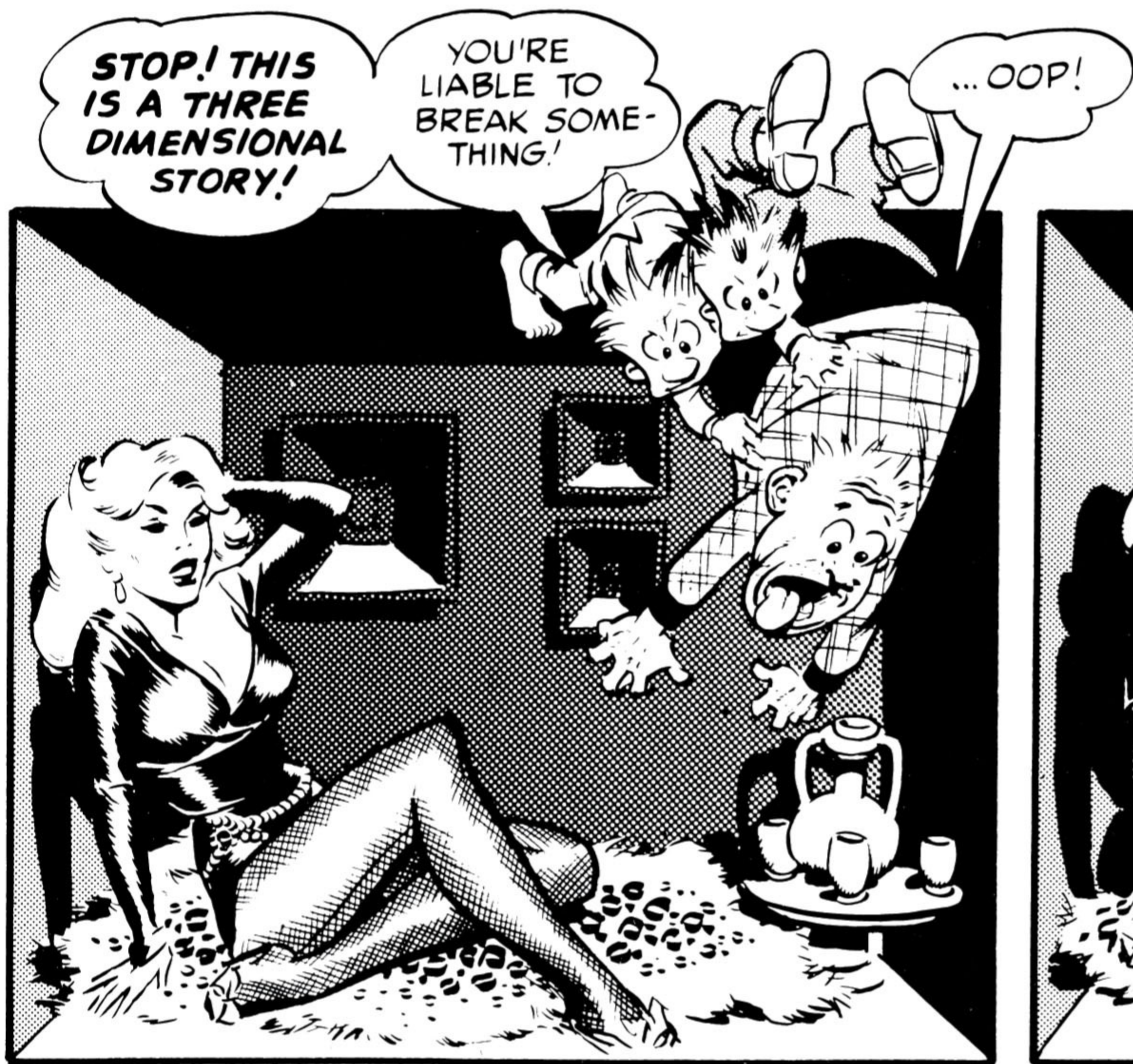


Potrzenie?

Potrzenie!

HA. SEE? THE HOLE SHOWS THRO ON THIS SIDE, TOO!





WE STILL HAVE ONE MORE PAGE TO GO...

NATURE LOVER'S DEPT.: YOU WHO LOVE THE SOUND OF THE SIGHING FOREST...YOU WHO LOVE THE SIGHT OF THE SPARKLING MOUNTAIN LAKE...YOU WHO LOVE THE FEEL OF THE SQUOOSHING COW PASTURE...YOU WHO HOO YOU HOOHOO YOU! HIS NAME WAS HIS TRADE MARK...HIS TRADE MARK HIS NAME...AND THAT'S HIS NAME...

MARK TRADE!

HALT, MEN! THERE IT IS!
WE'VE FINALLY CAUGHT UP
WITH IT! STEADY, MEN!
BE READY TO SHOOT AT
A MOMENT'S NOTICE!

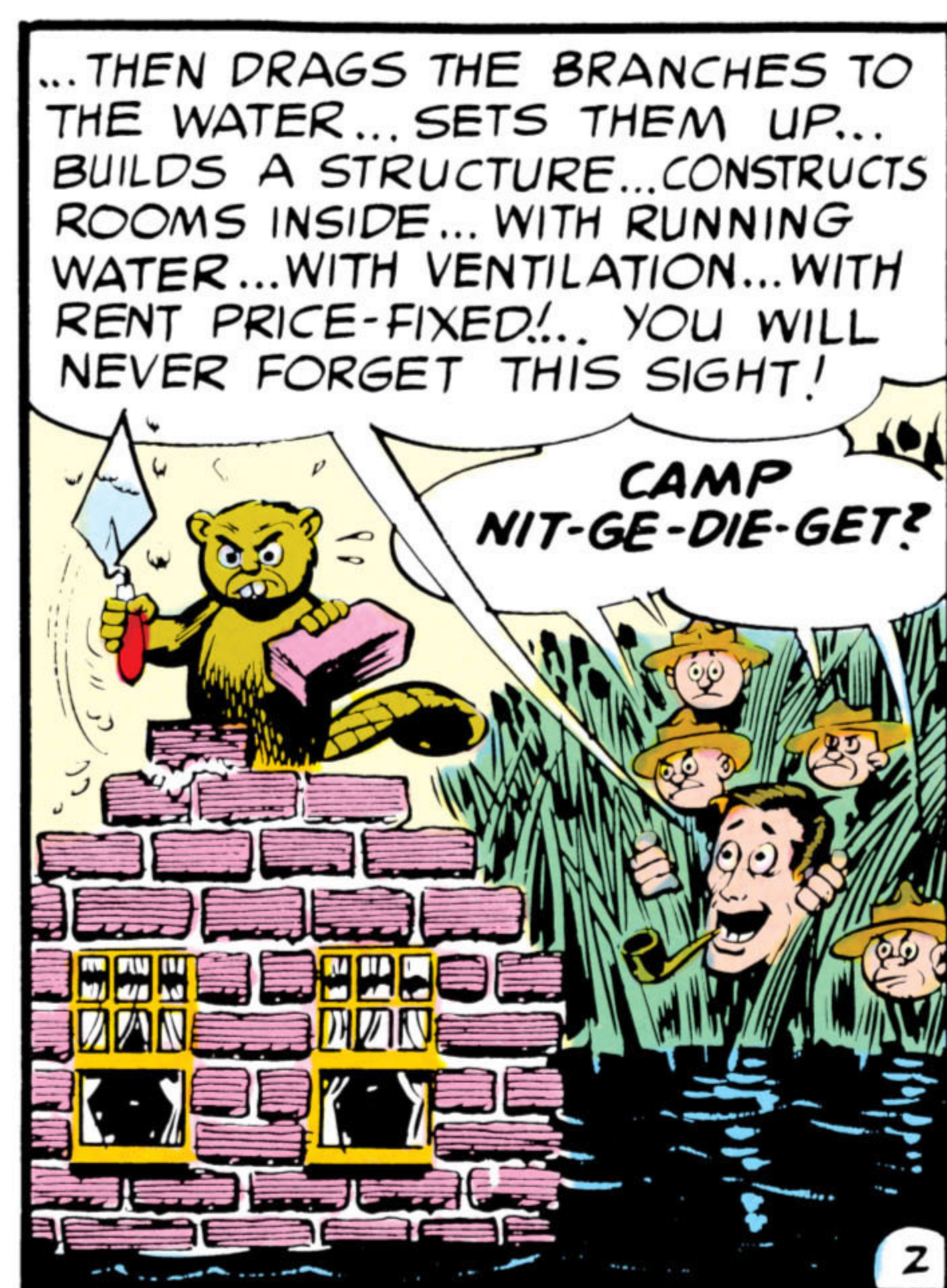
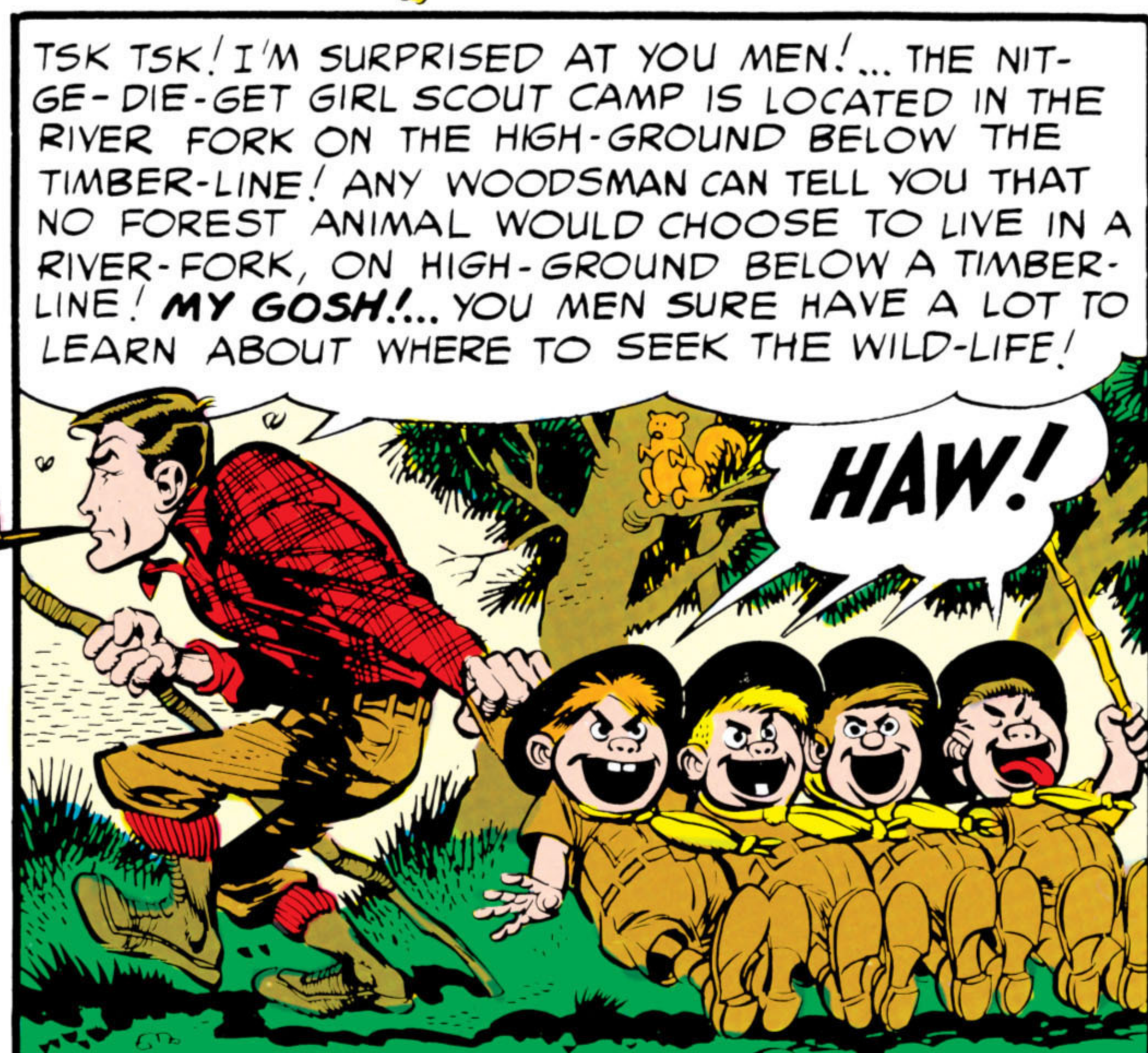
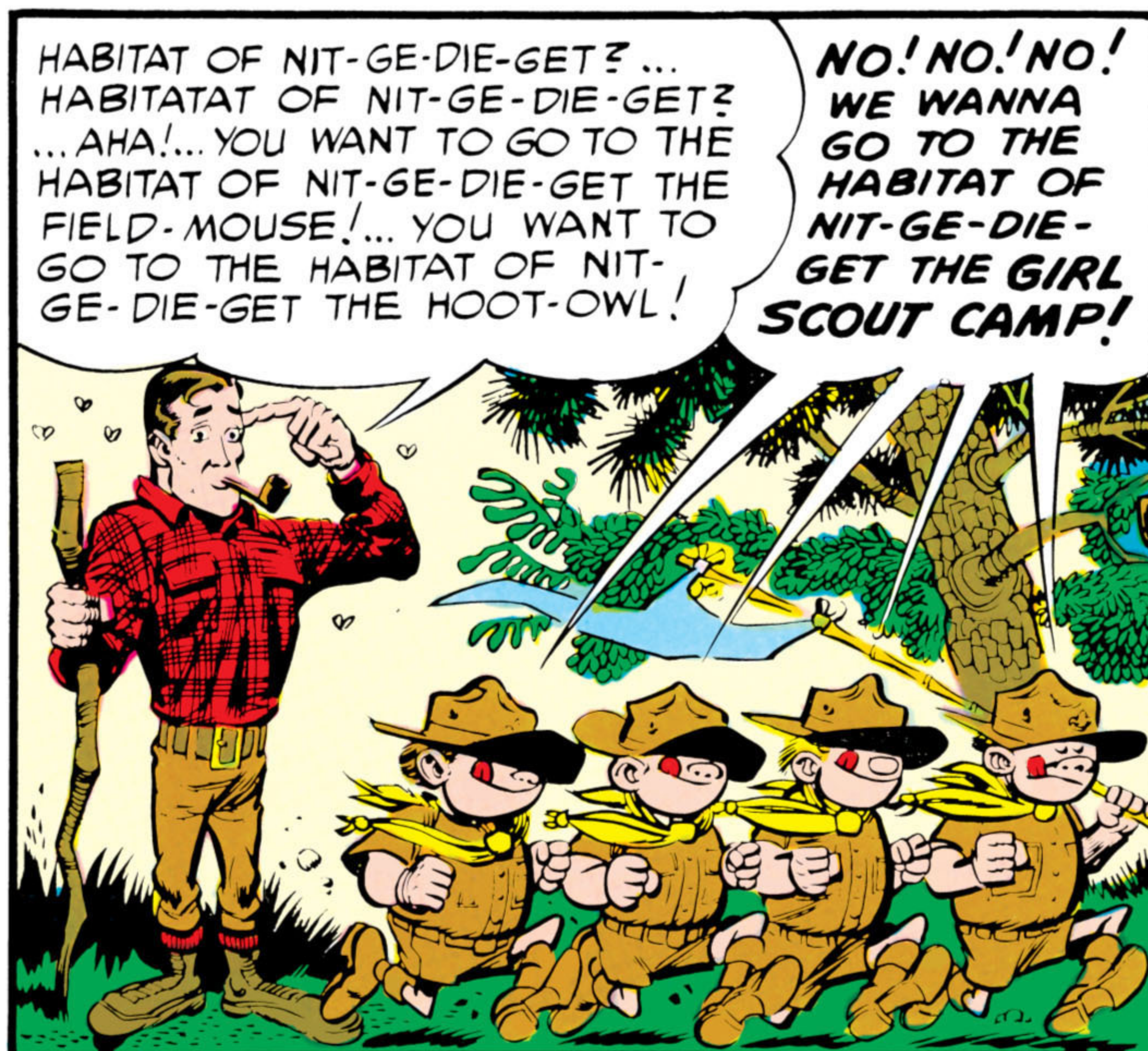
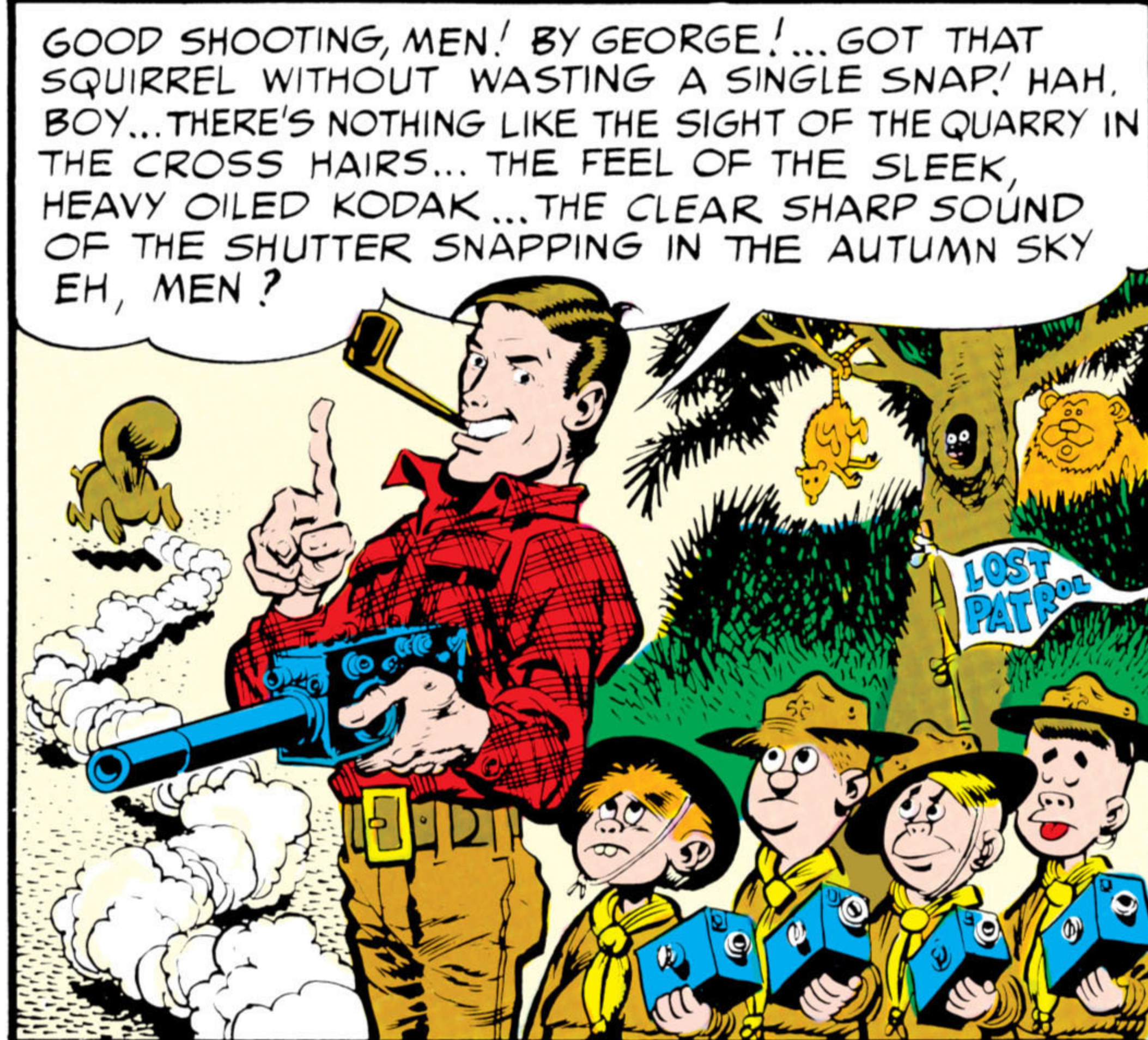
... SHOOT AT
A MOMENT'S
NOTICE?... I THOUGHT
WE WUZ GETTING
READY TO SHOOT
AT A ANIMAL!

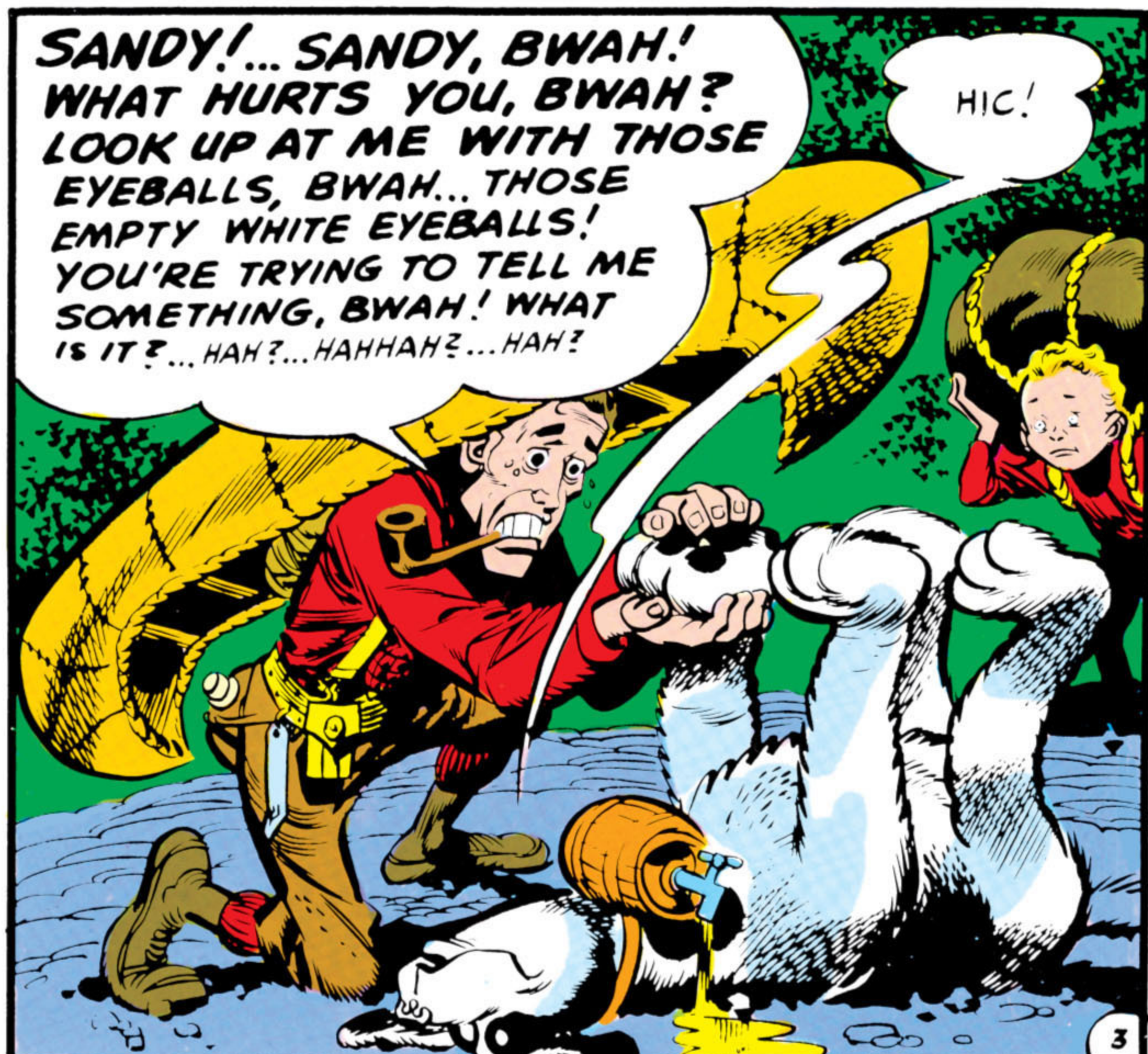
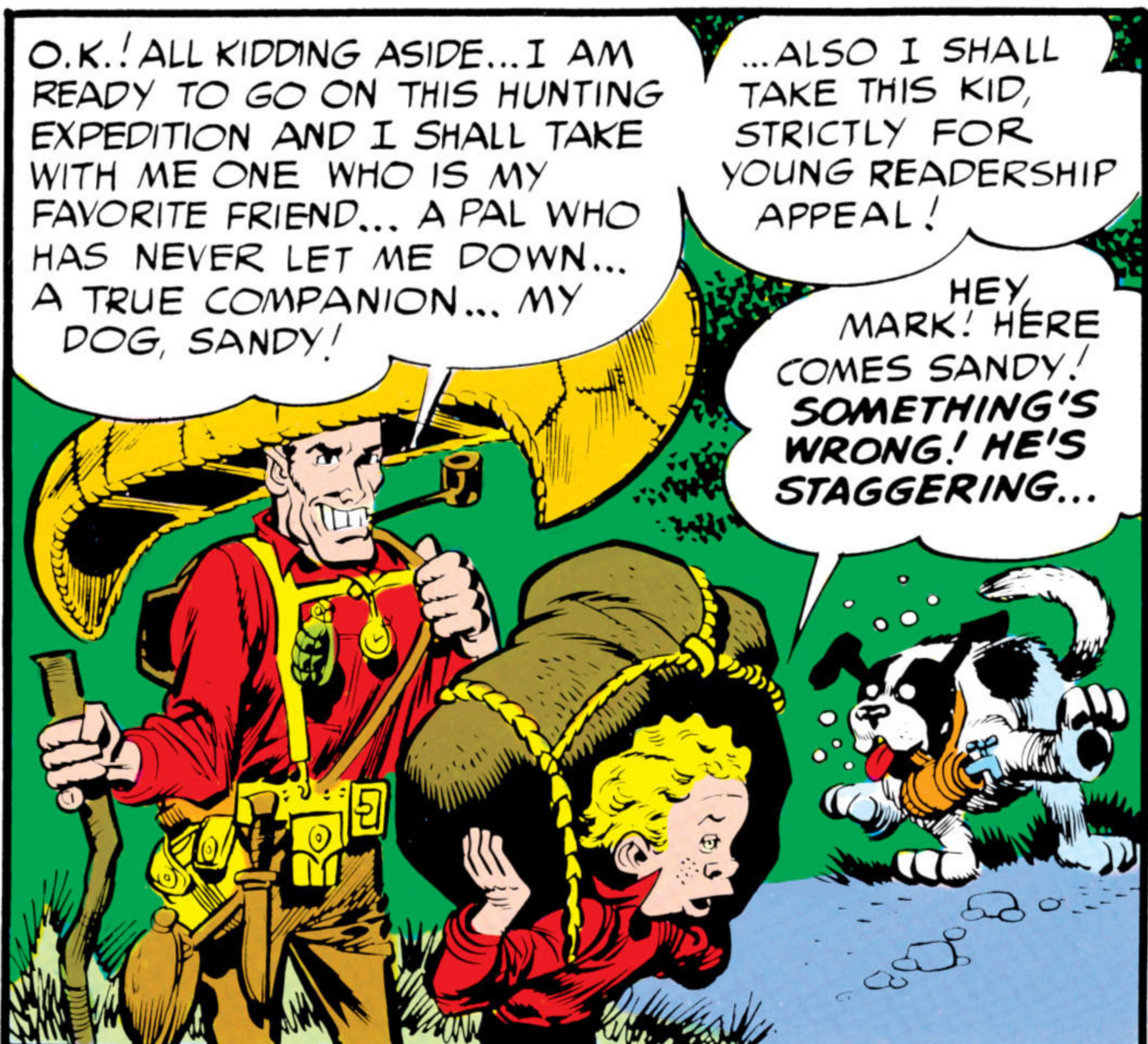
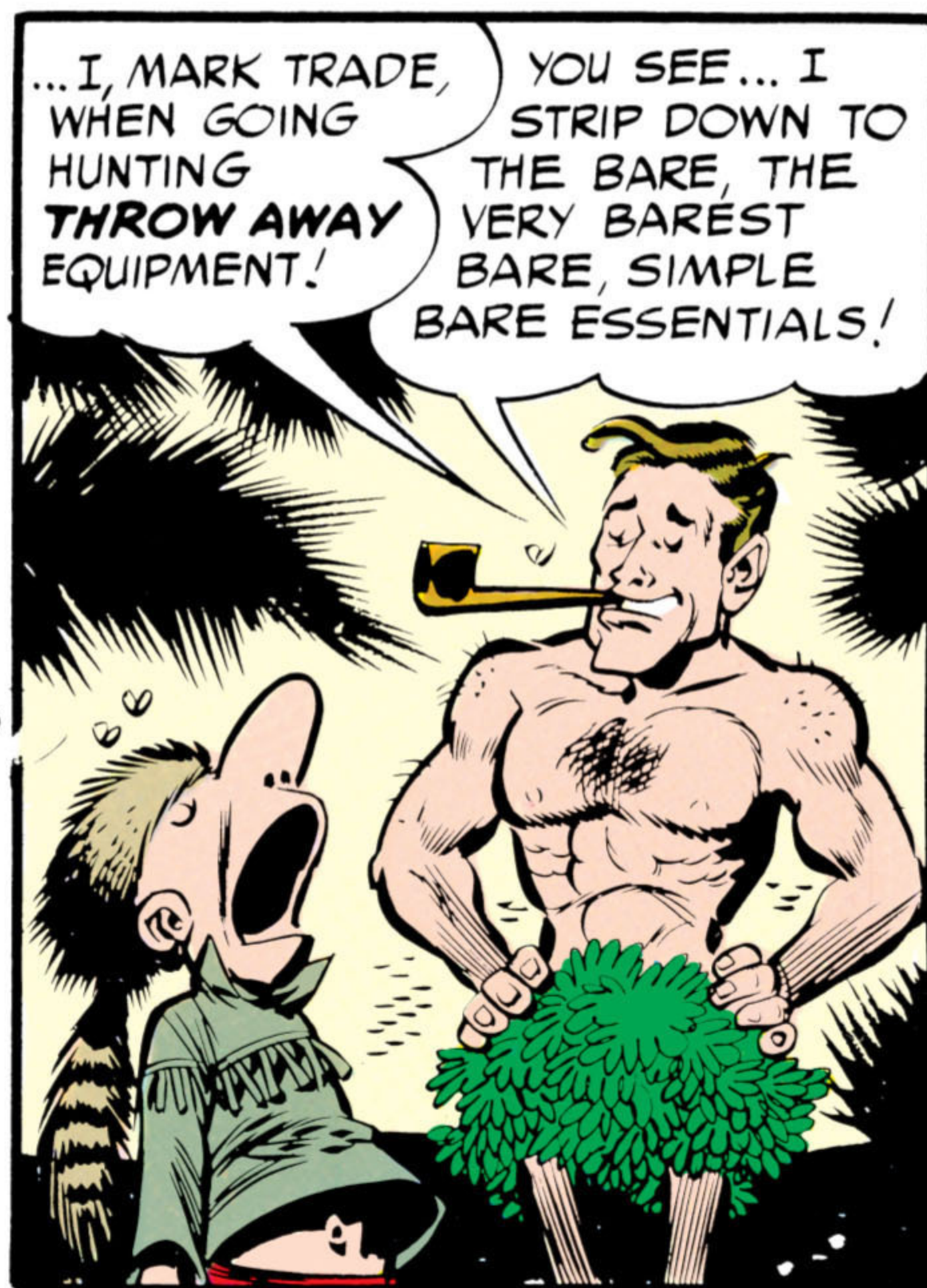
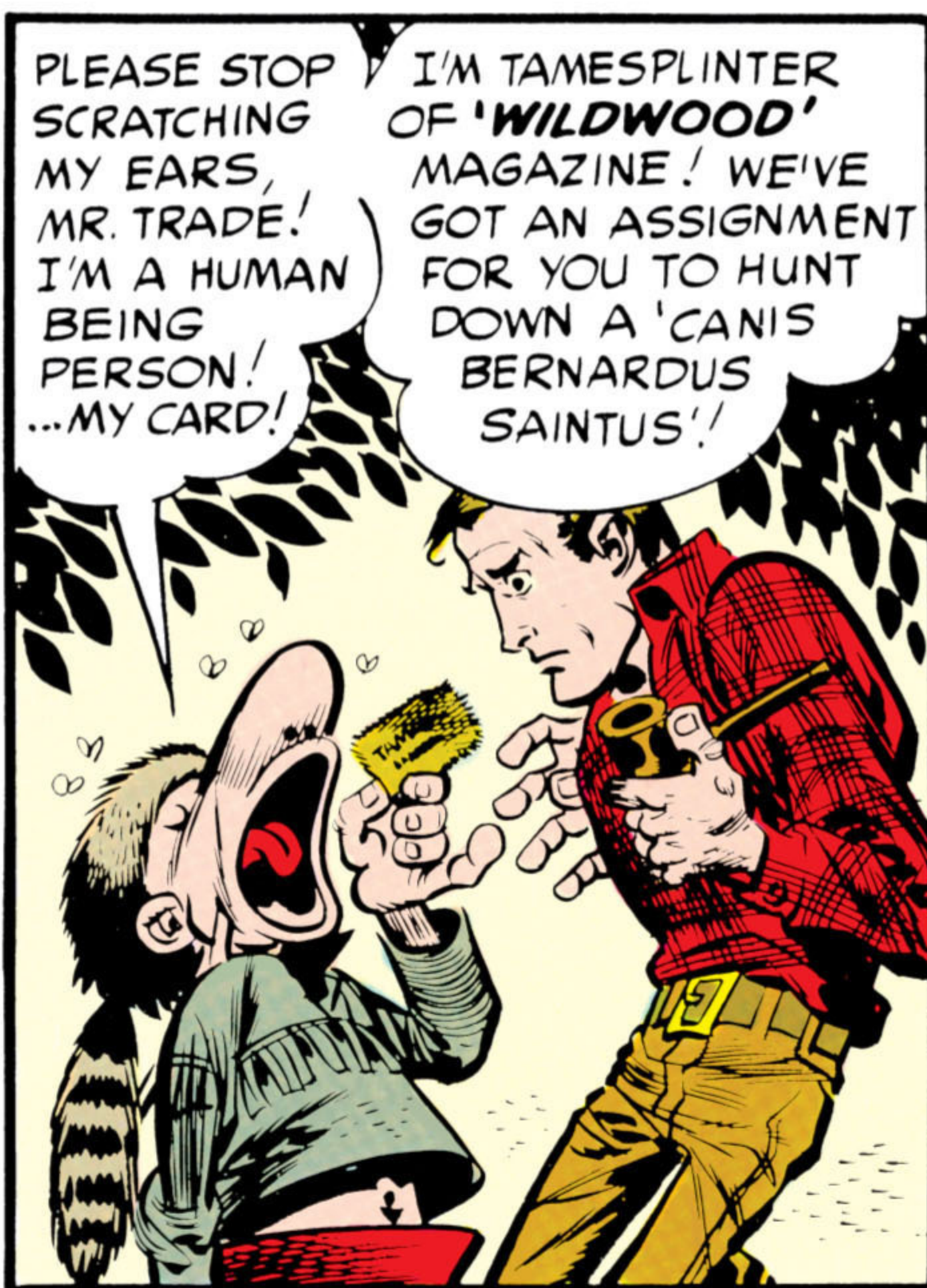
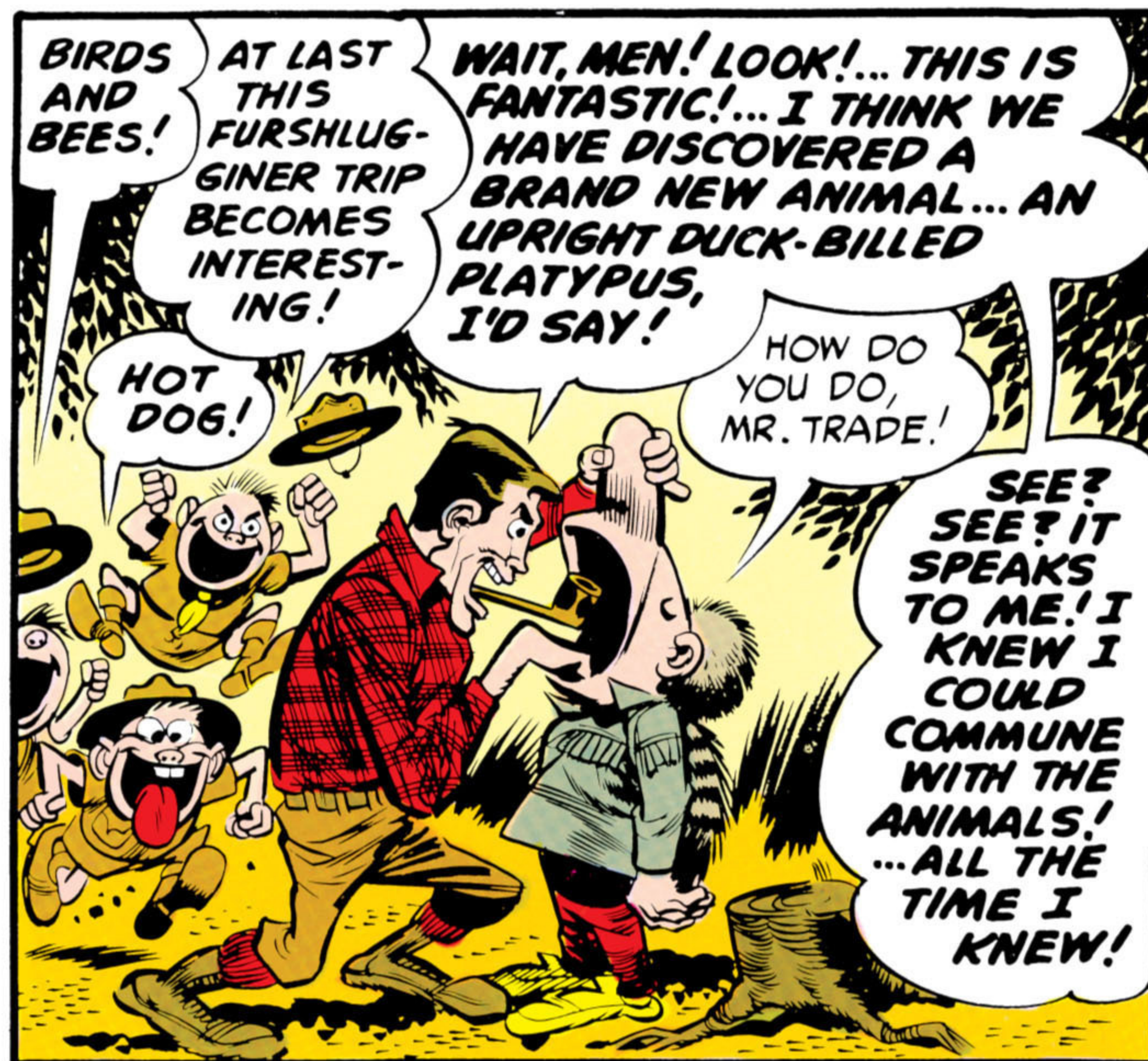
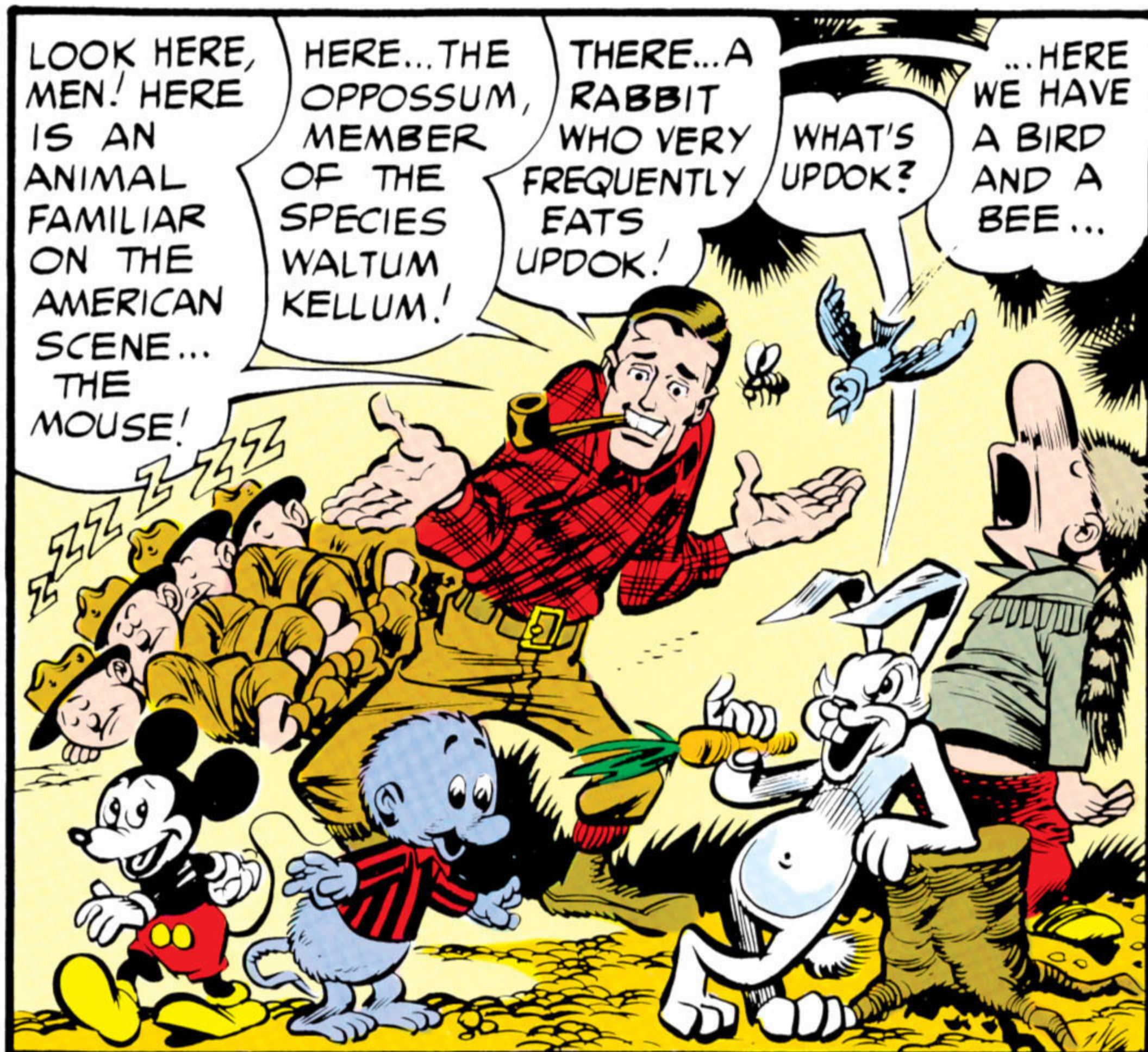
WAIT! LOOK!... IT'S TURNING
AROUND!... IT'S LOOKING AT US!
...IT'S GETTING READY TO
CHARGE!...TAKING OUT ITS
CREDIT CARD GETTING
READY TO CHARGE!

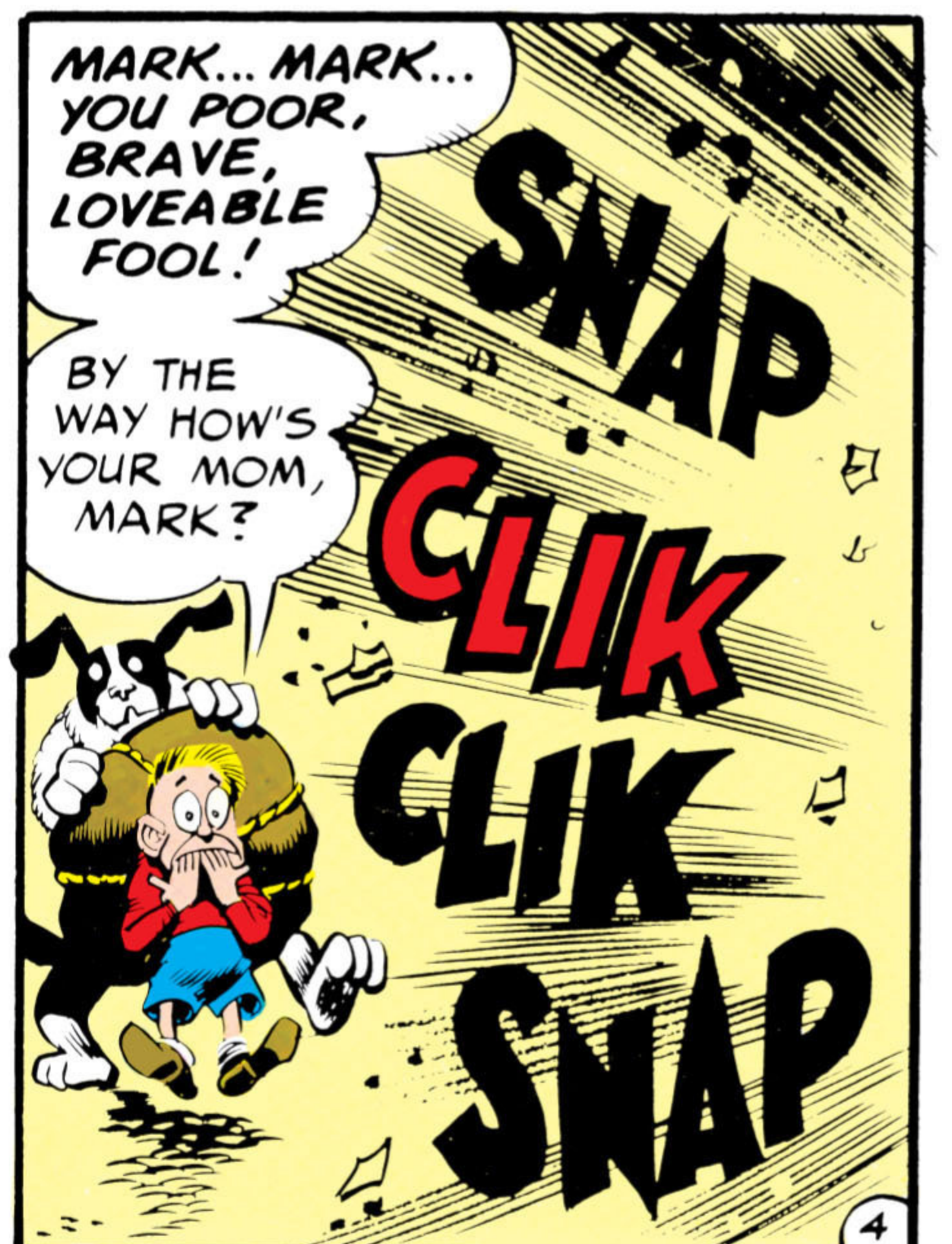
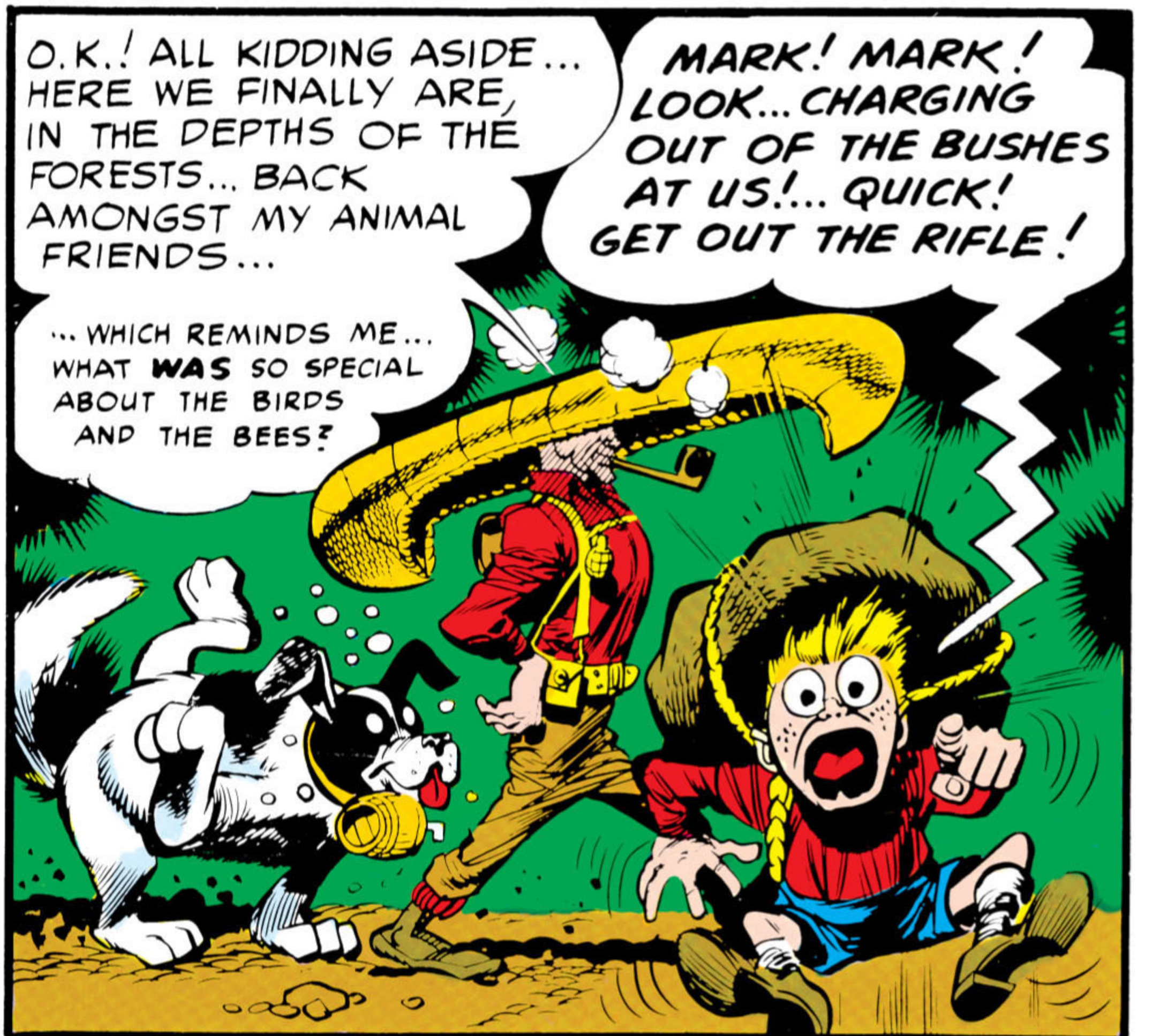
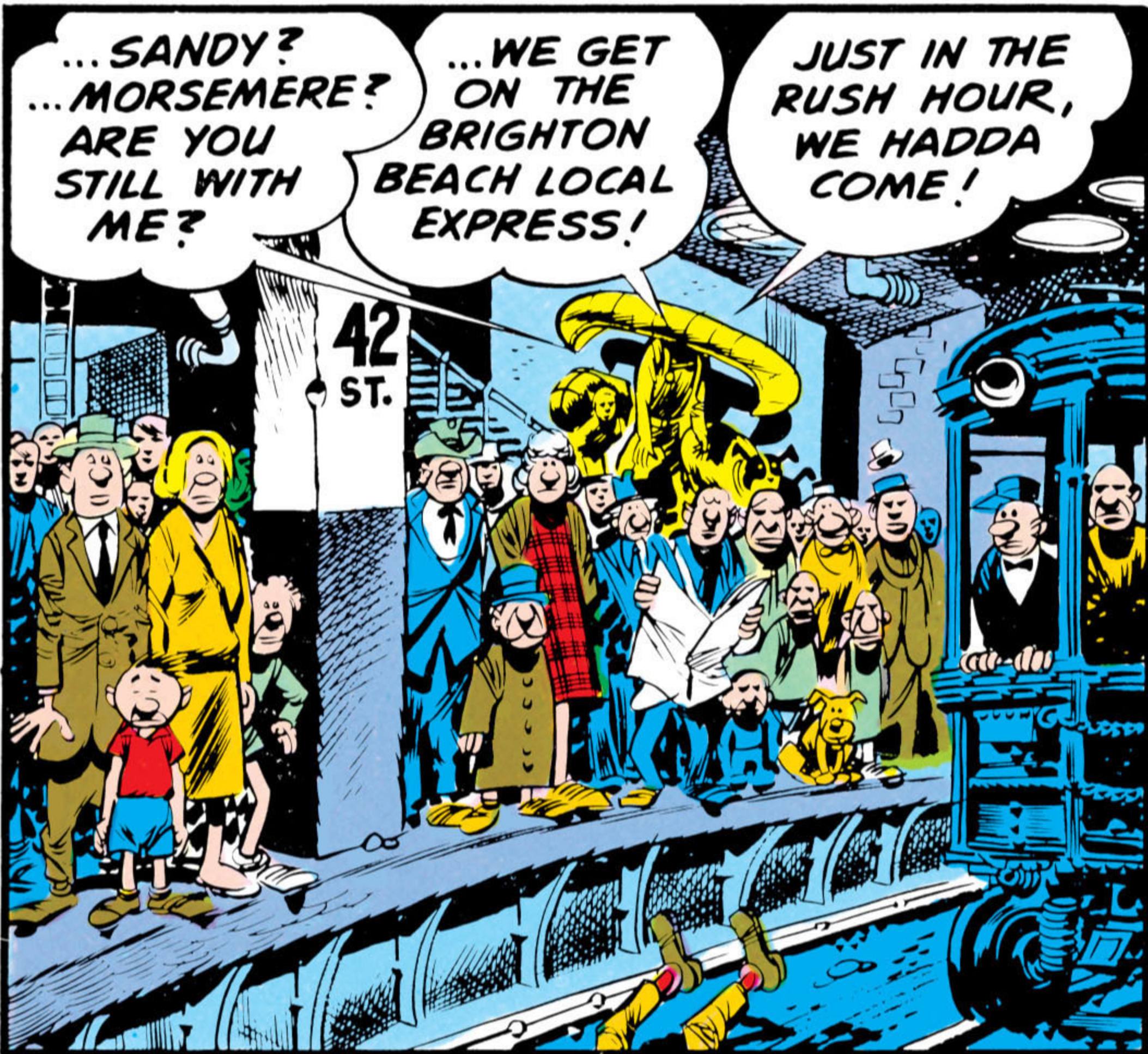
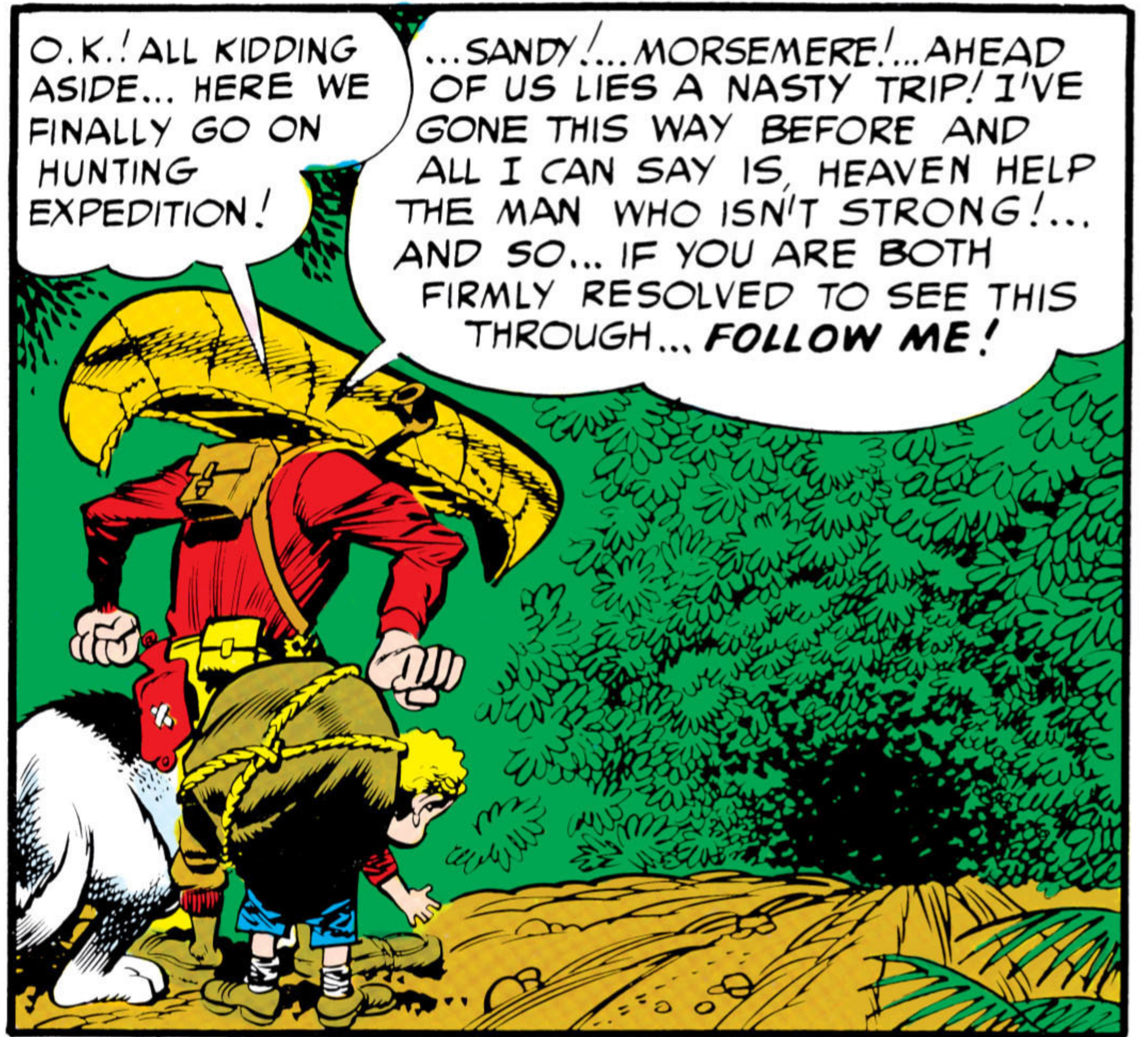
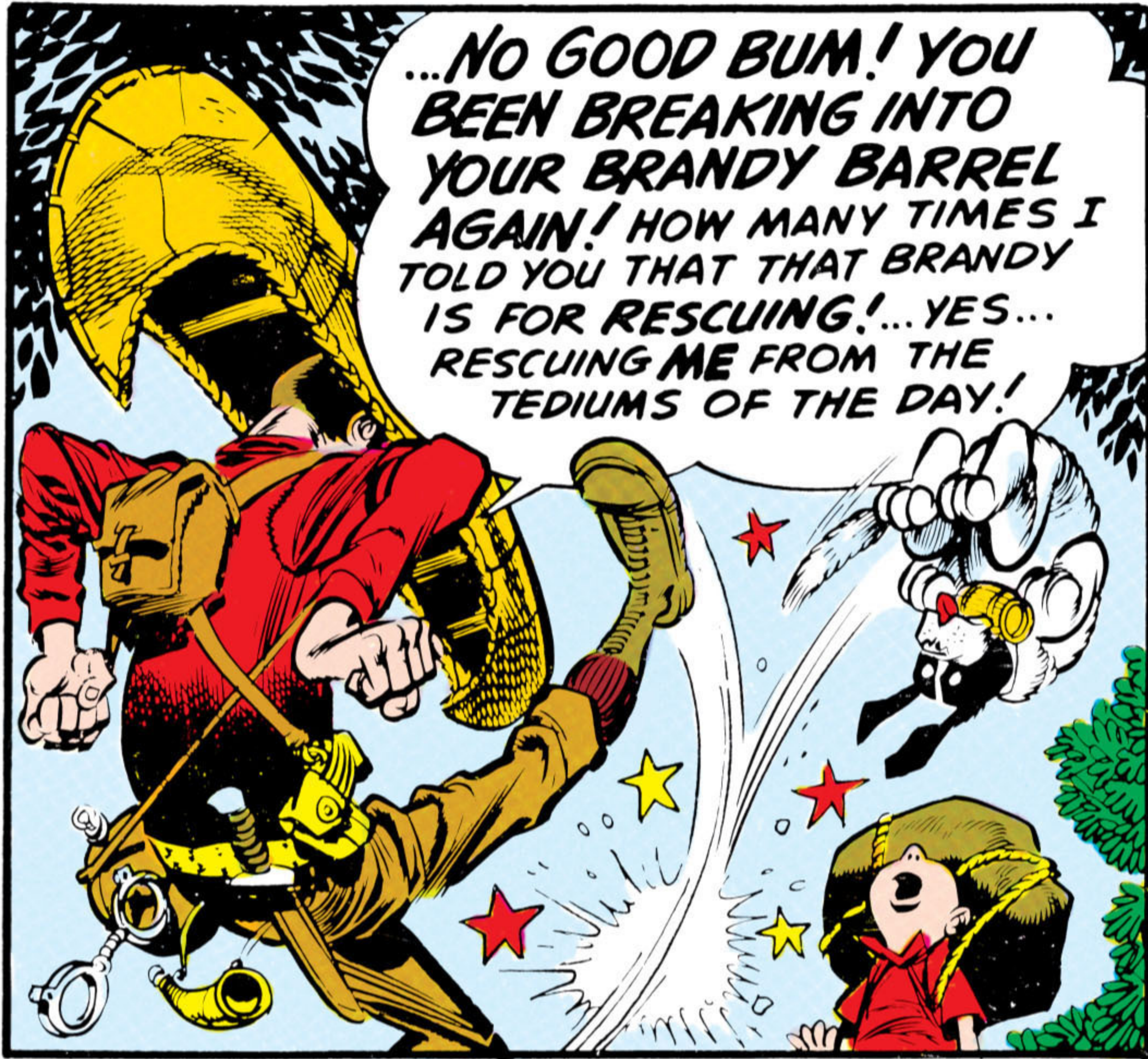
...STEADY, MEN... DON'T SHOOT
YET... WAIT TILL IT GETS
CLOSER BEFORE YOU SHOOT...
STEADY... STEADY... STEADY...

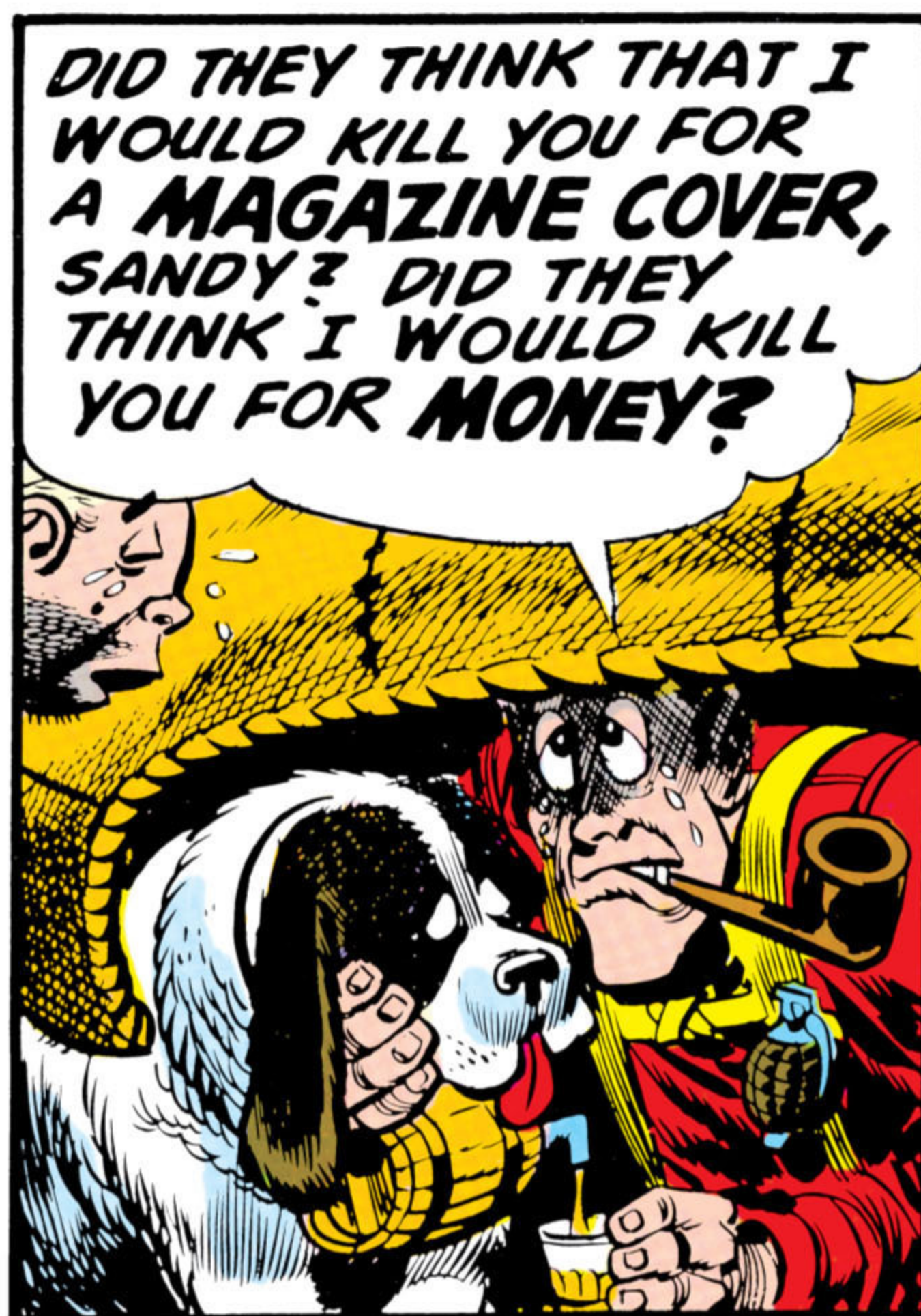
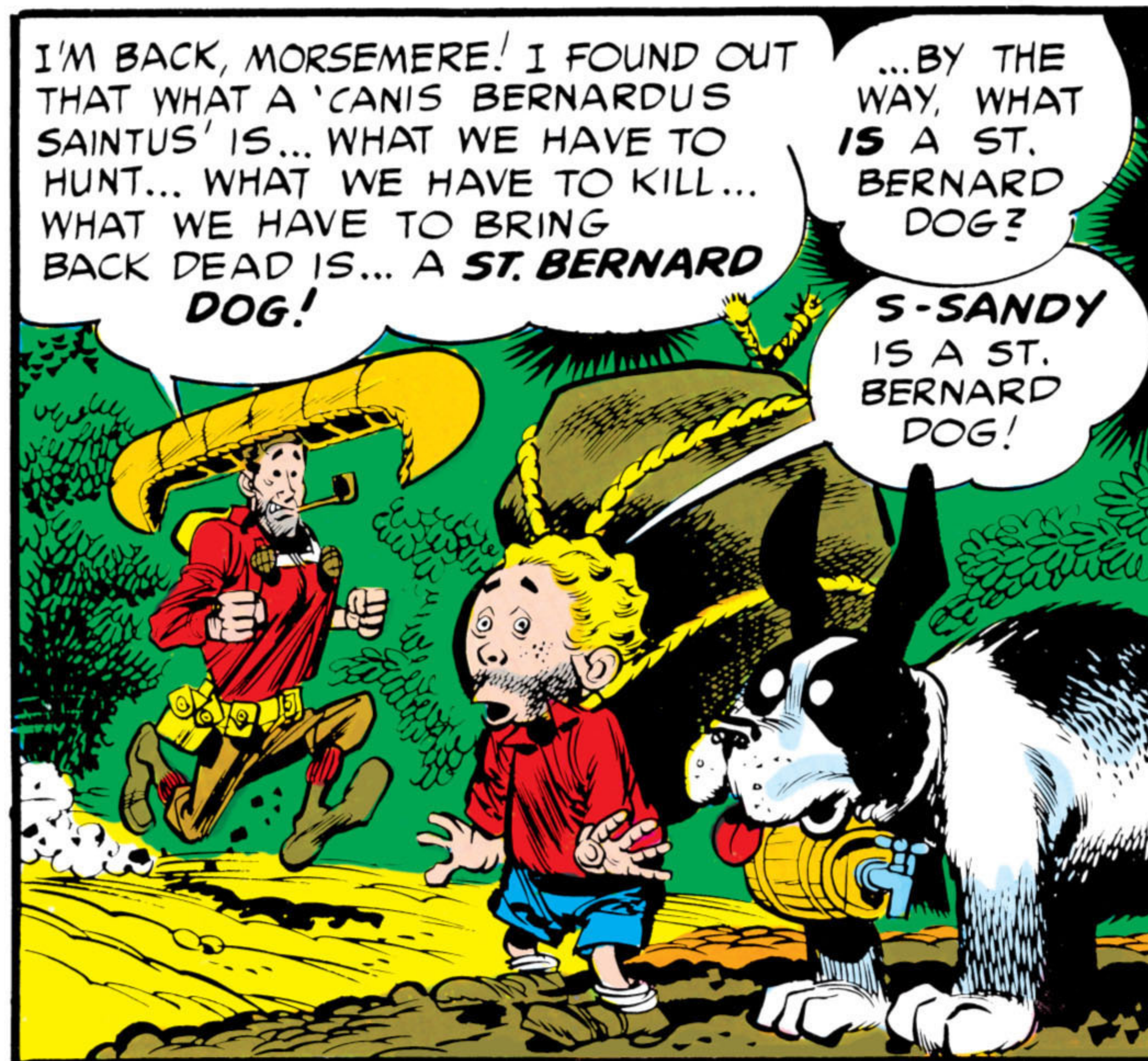
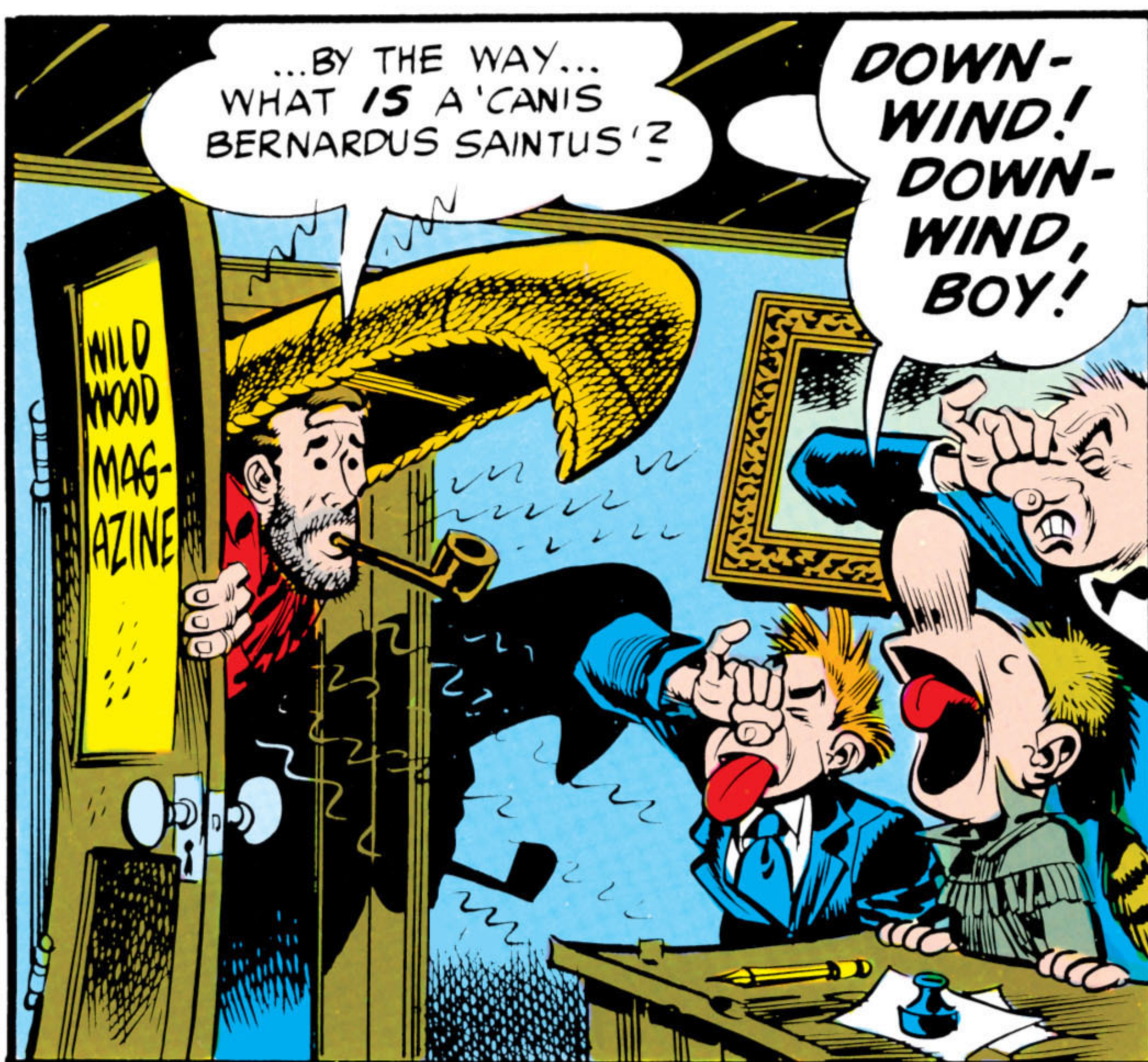
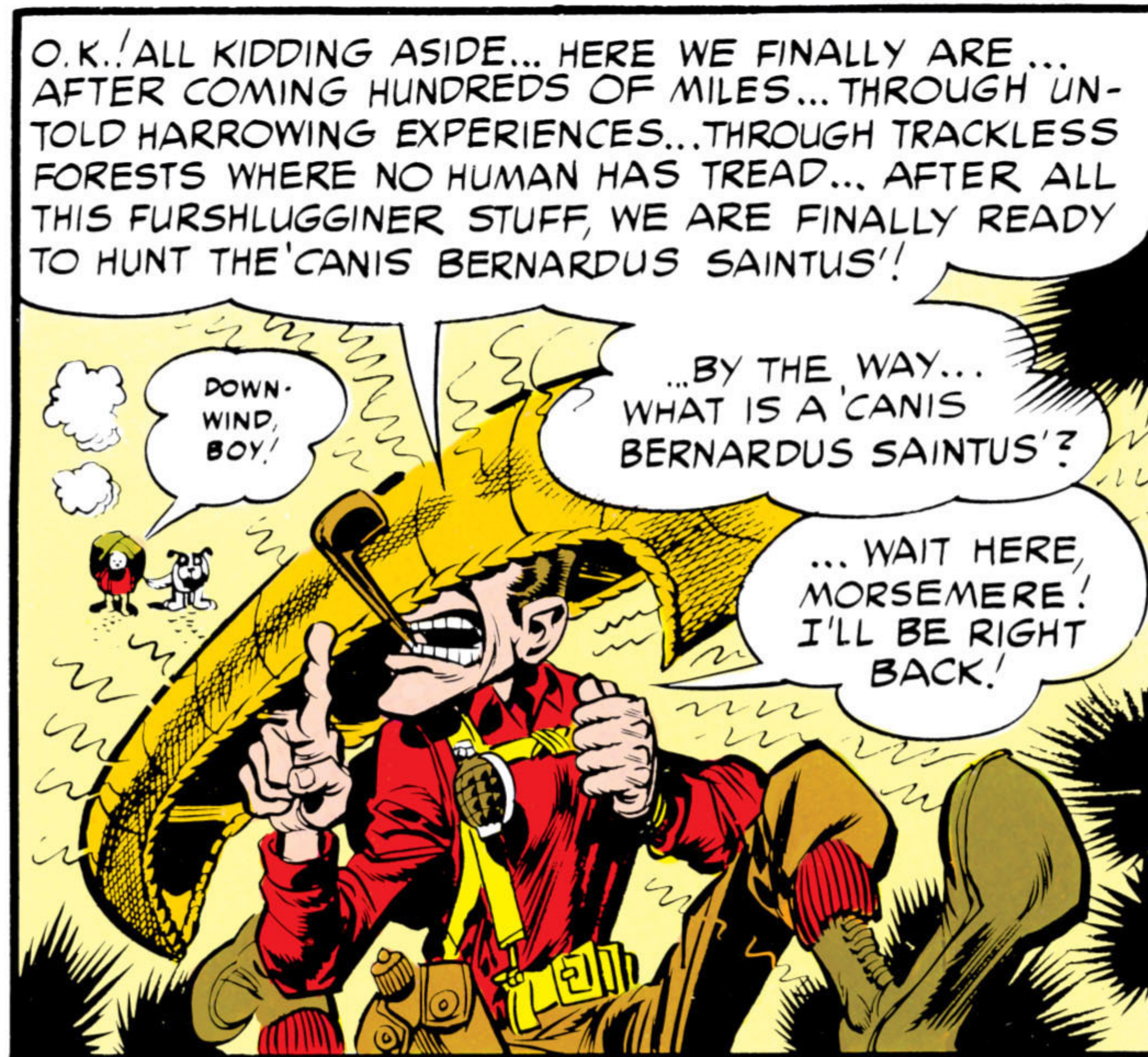
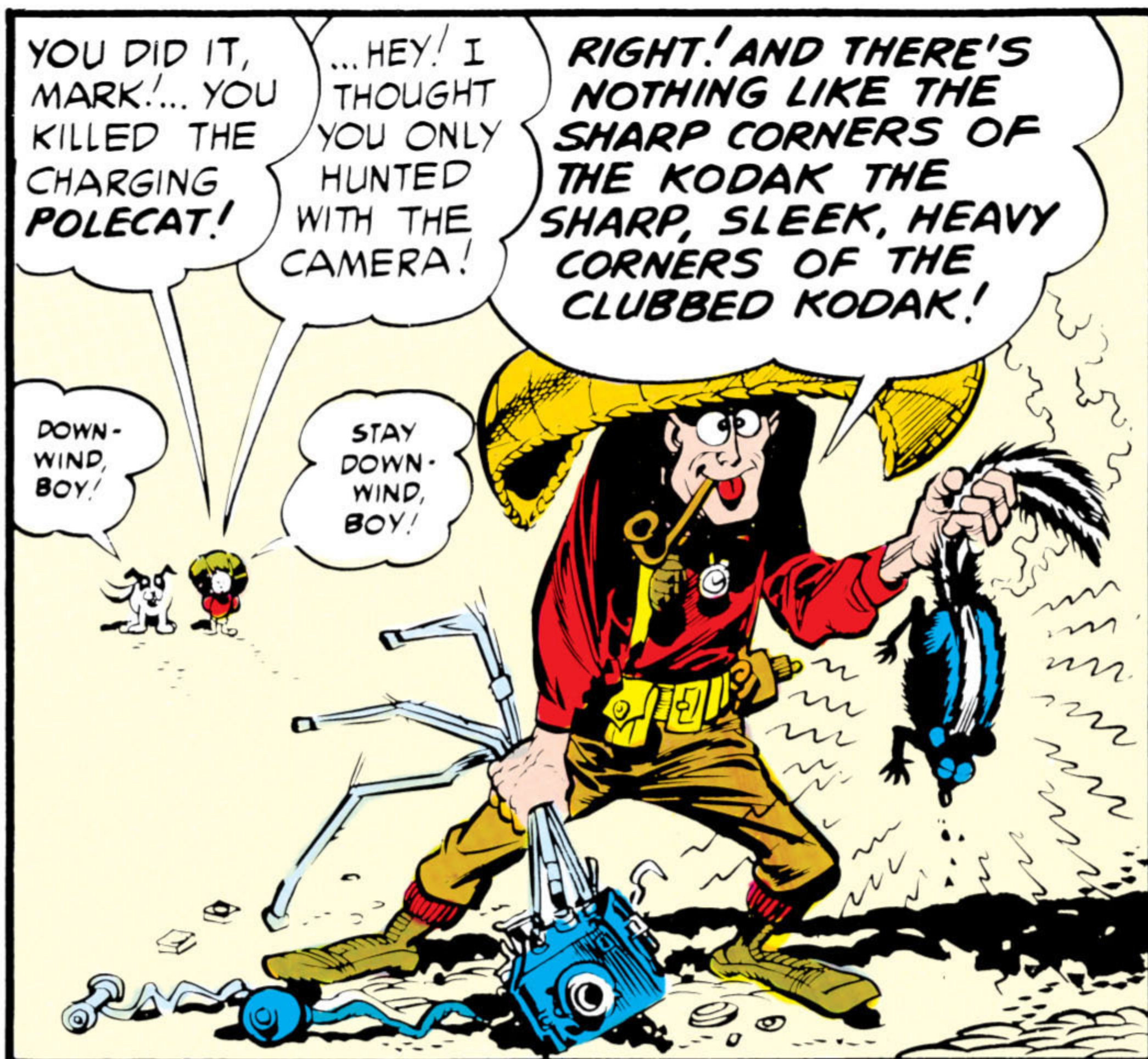
SHOOT!

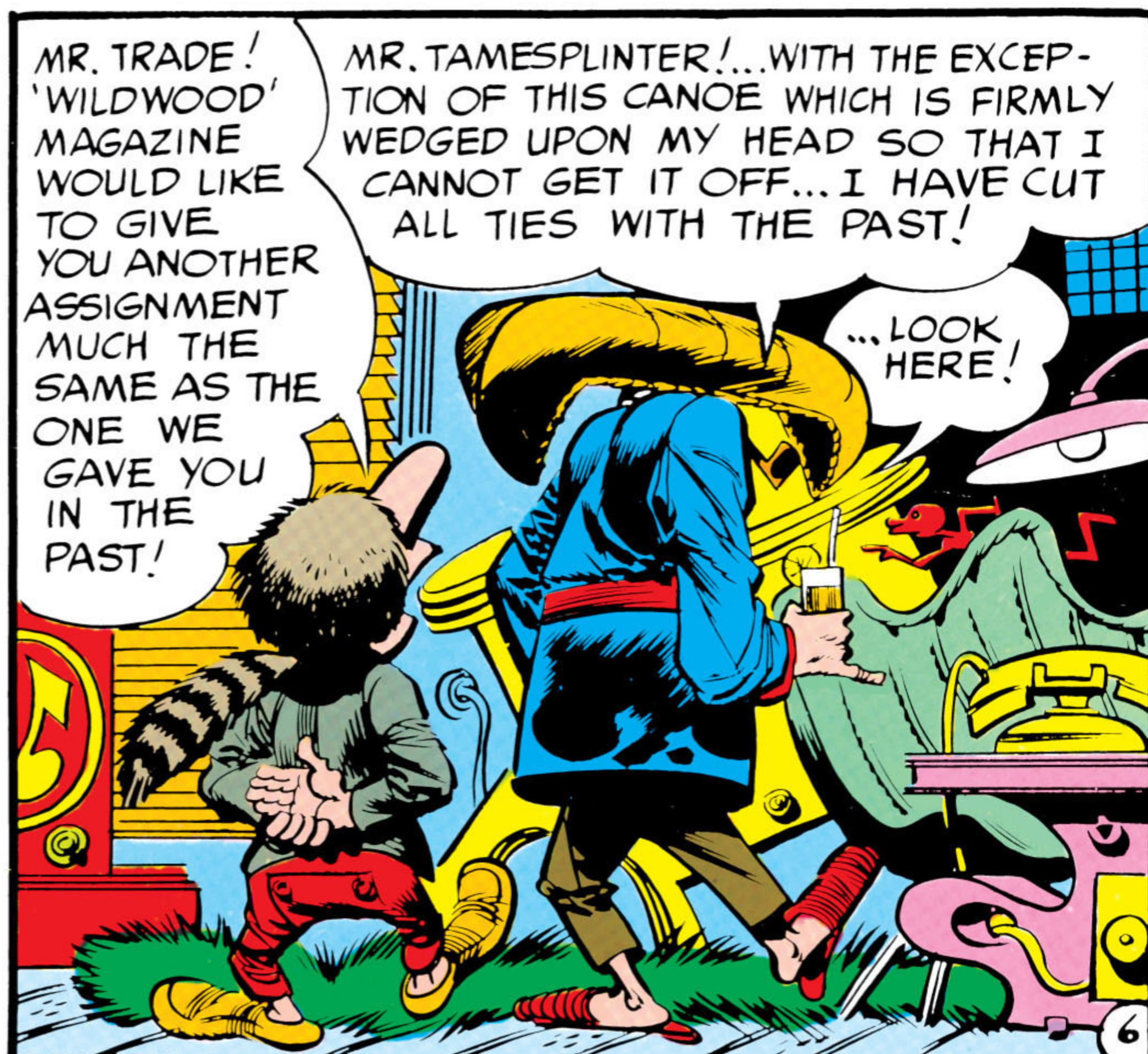
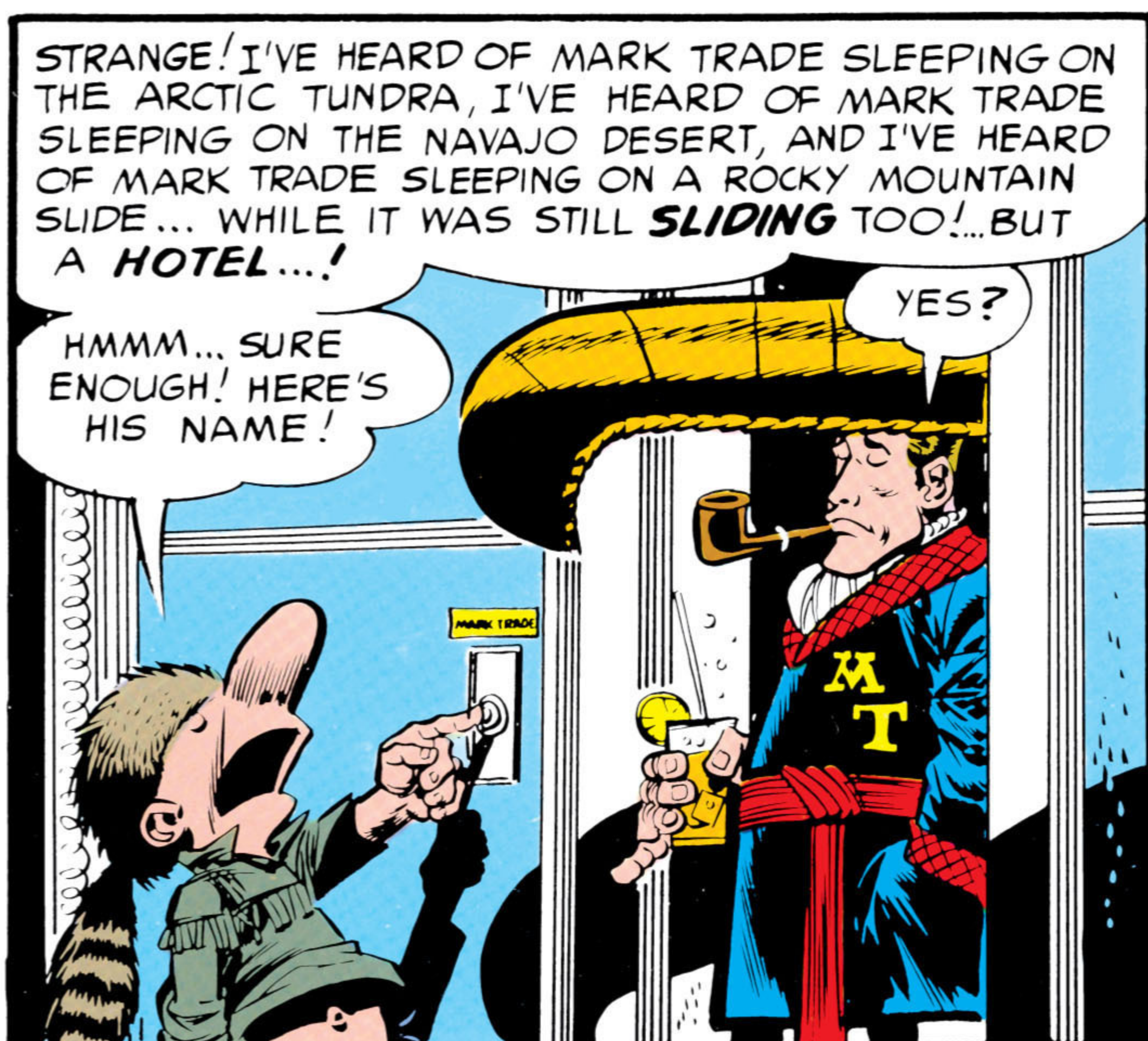
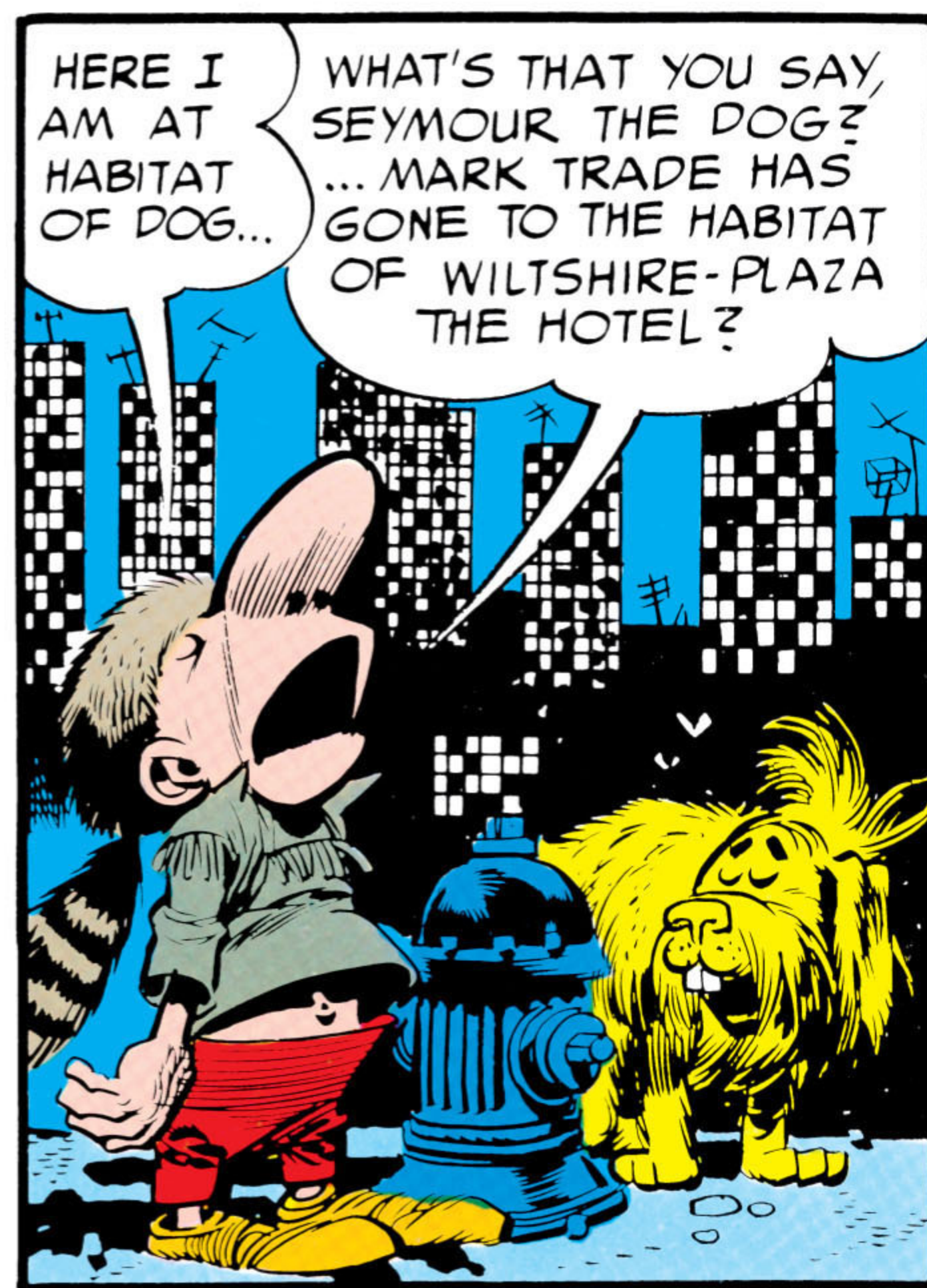
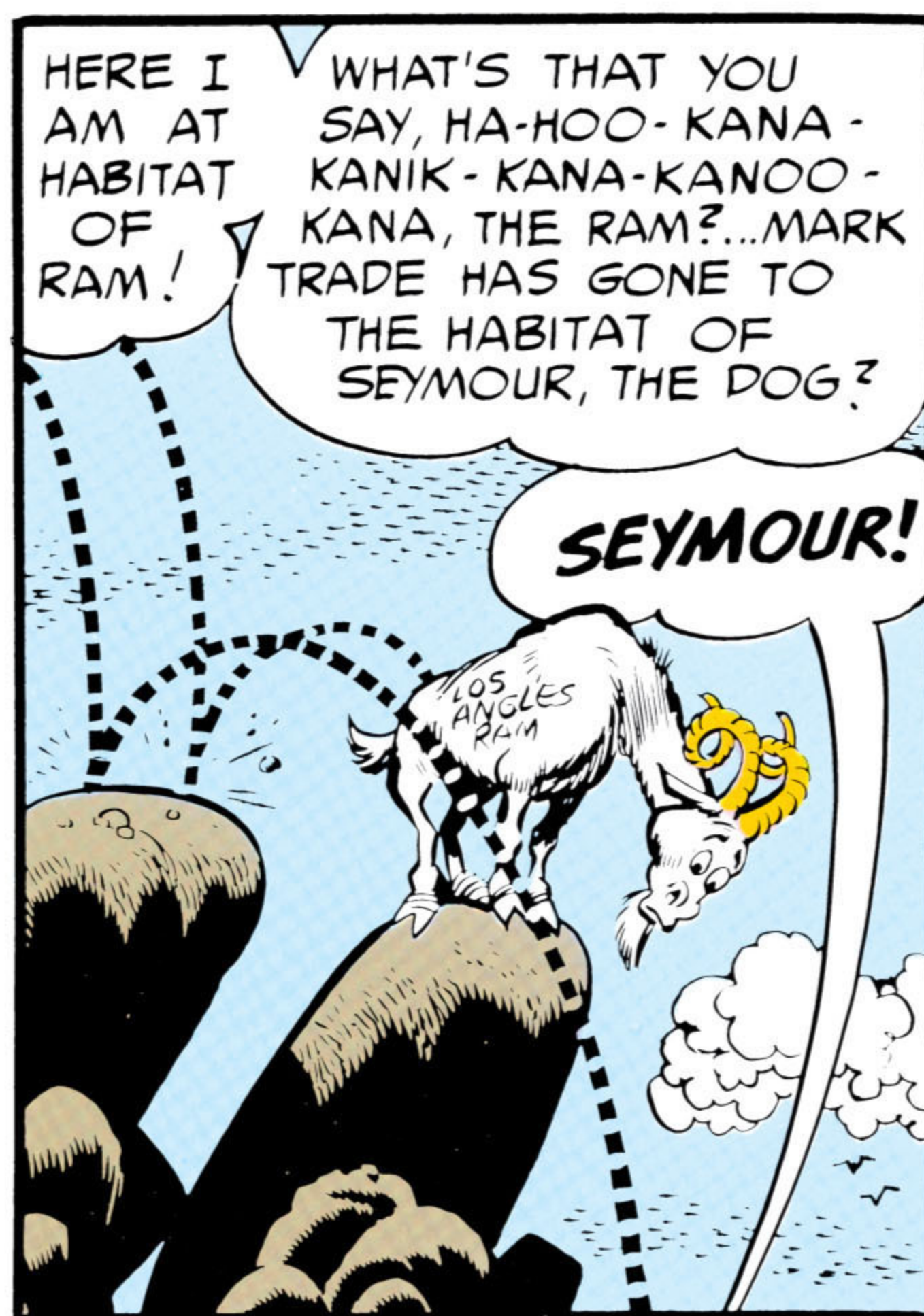
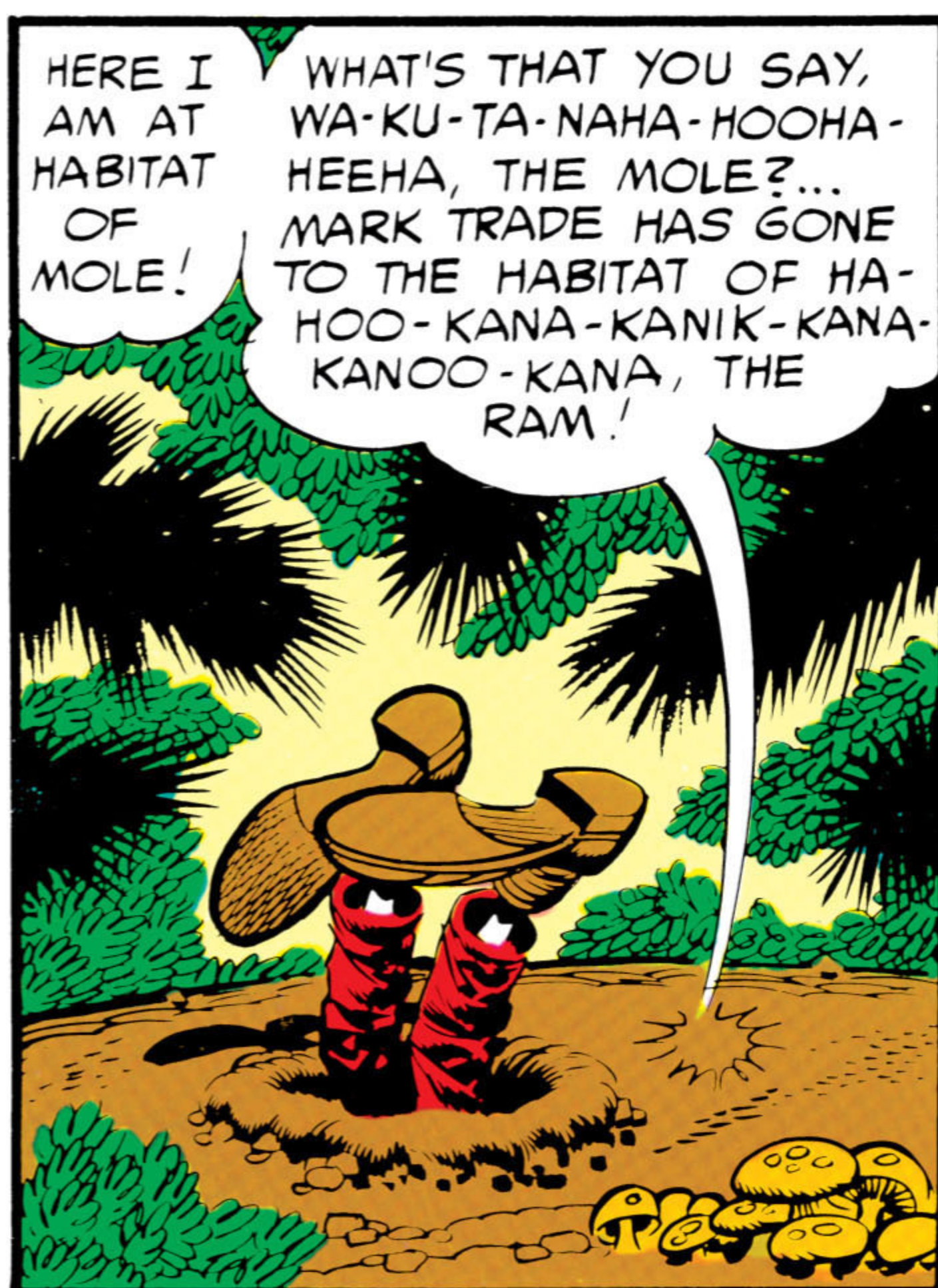
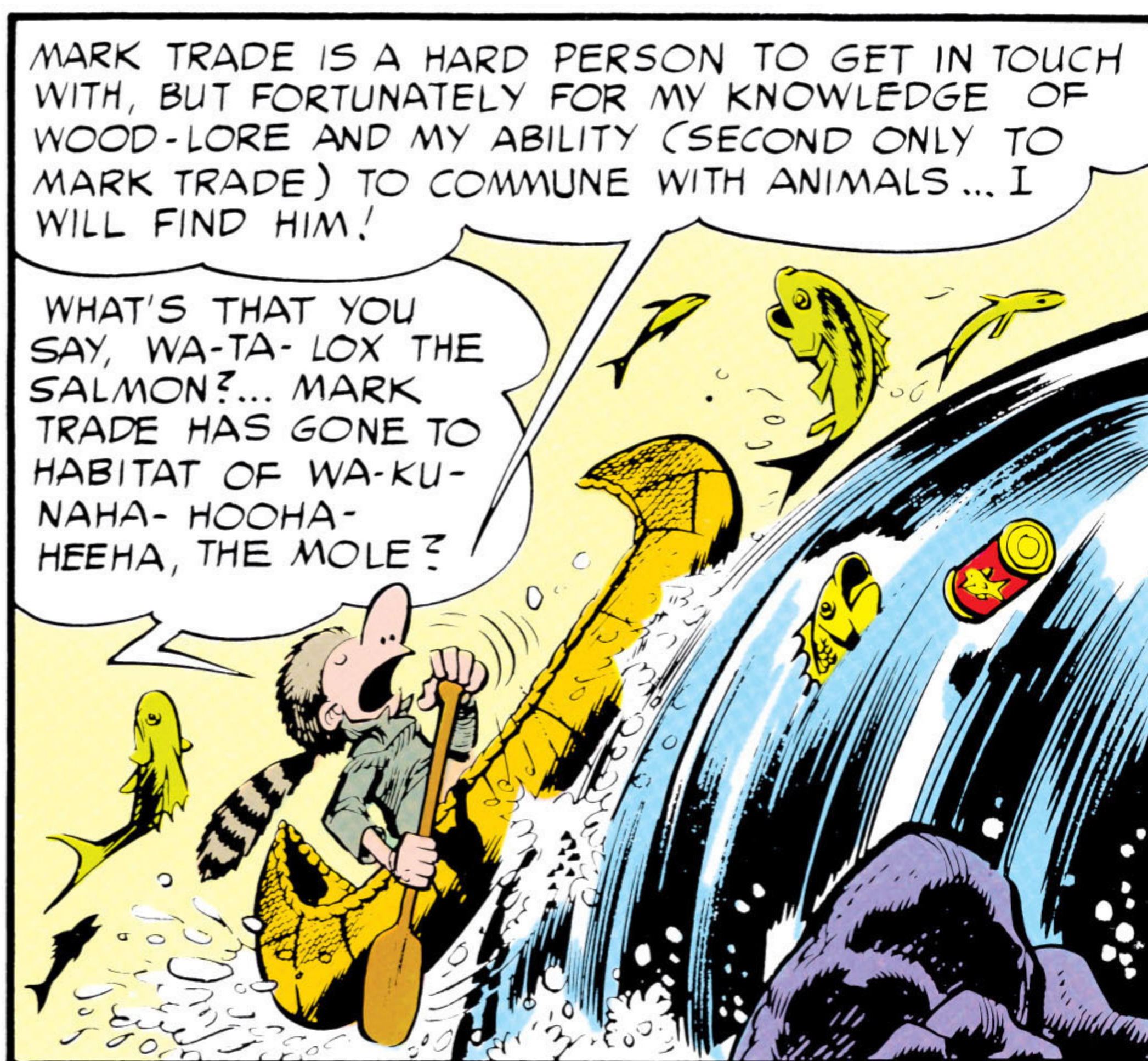
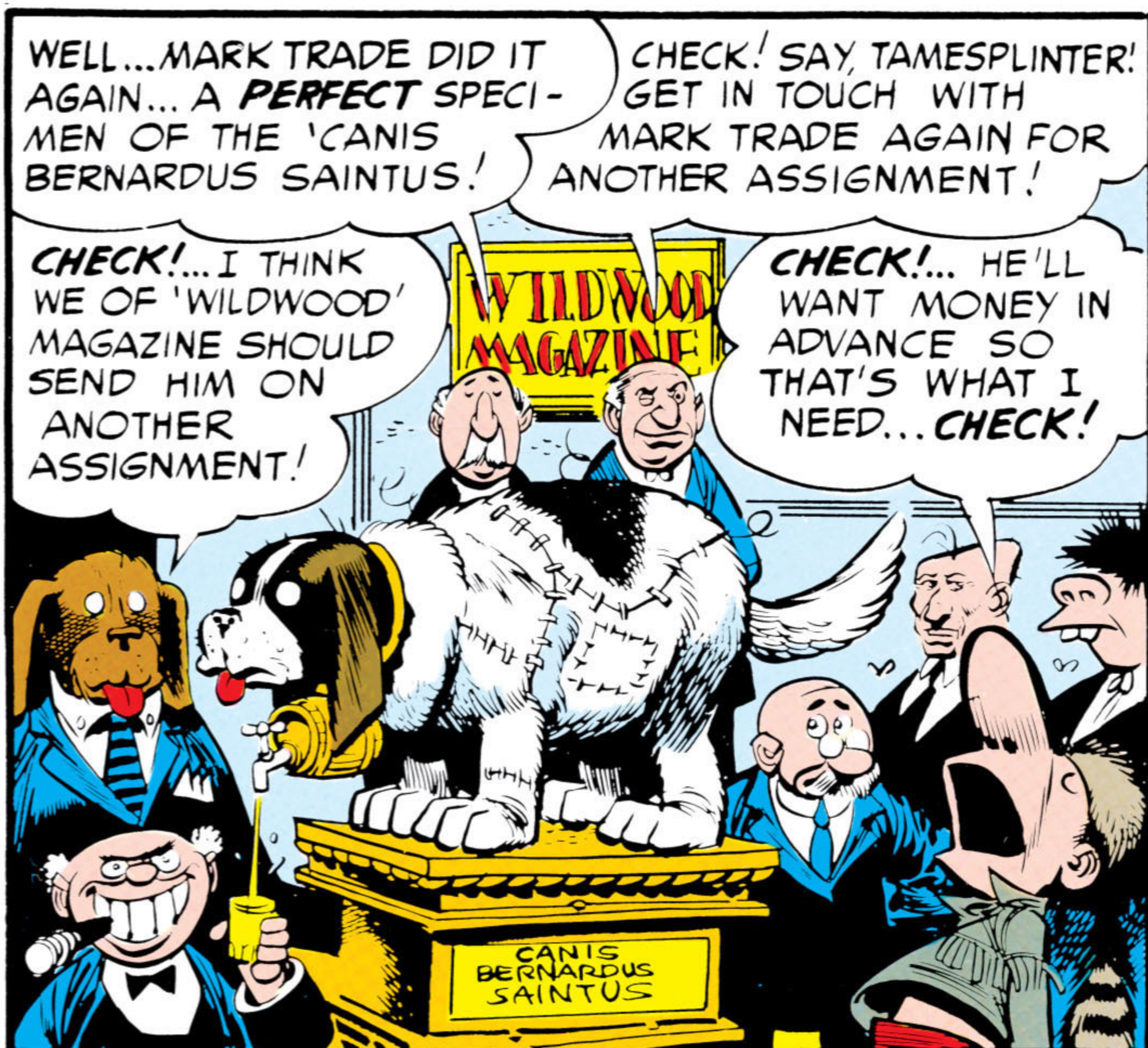
CLIK CLUNK CLAK
CLIK SNAP CLUK
CLAC CLIK CLIKY
CLEK CLIK BID
CLAK CLIKETTY SNIP
SNAP SNUP CLIK
CLOOK



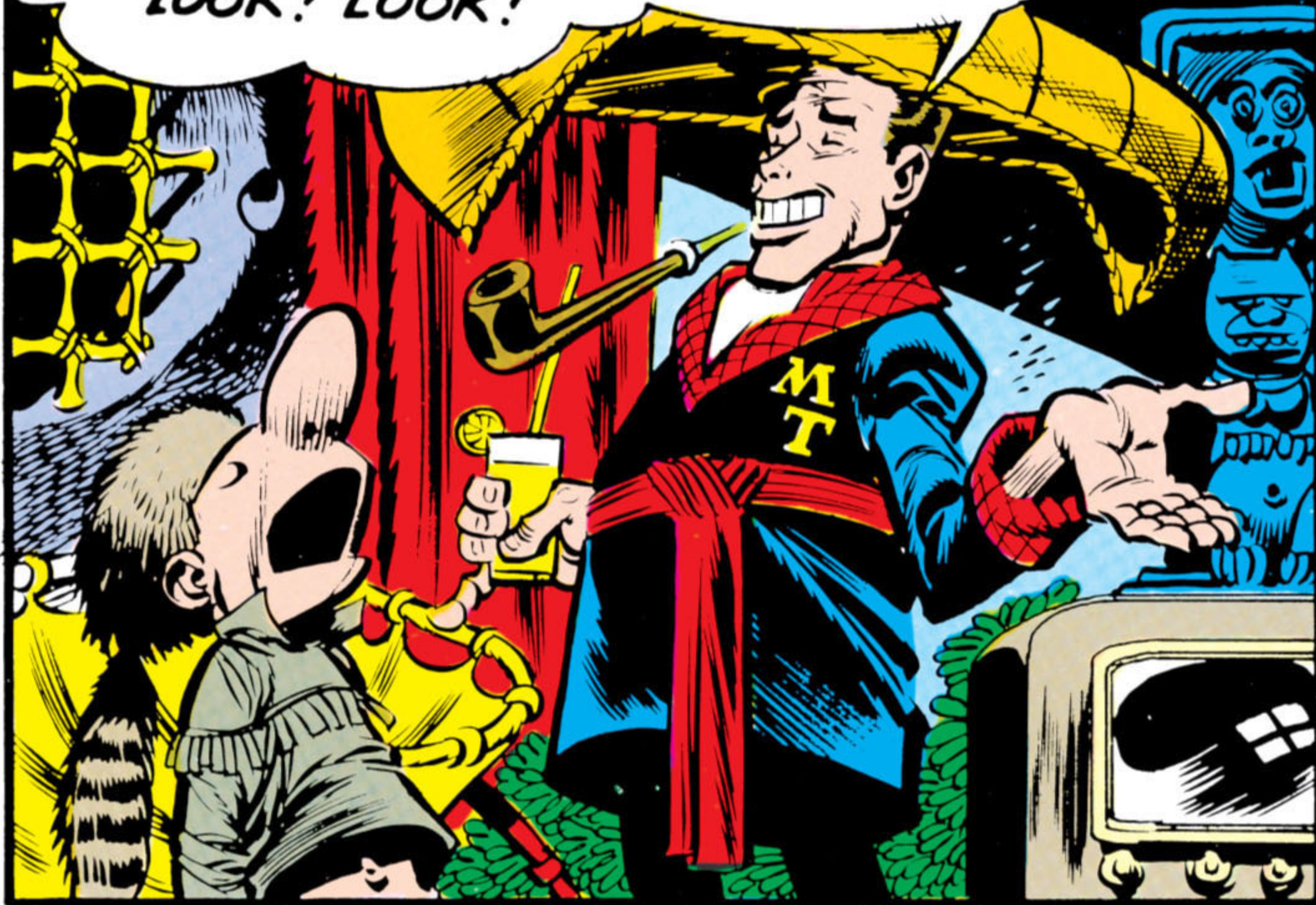




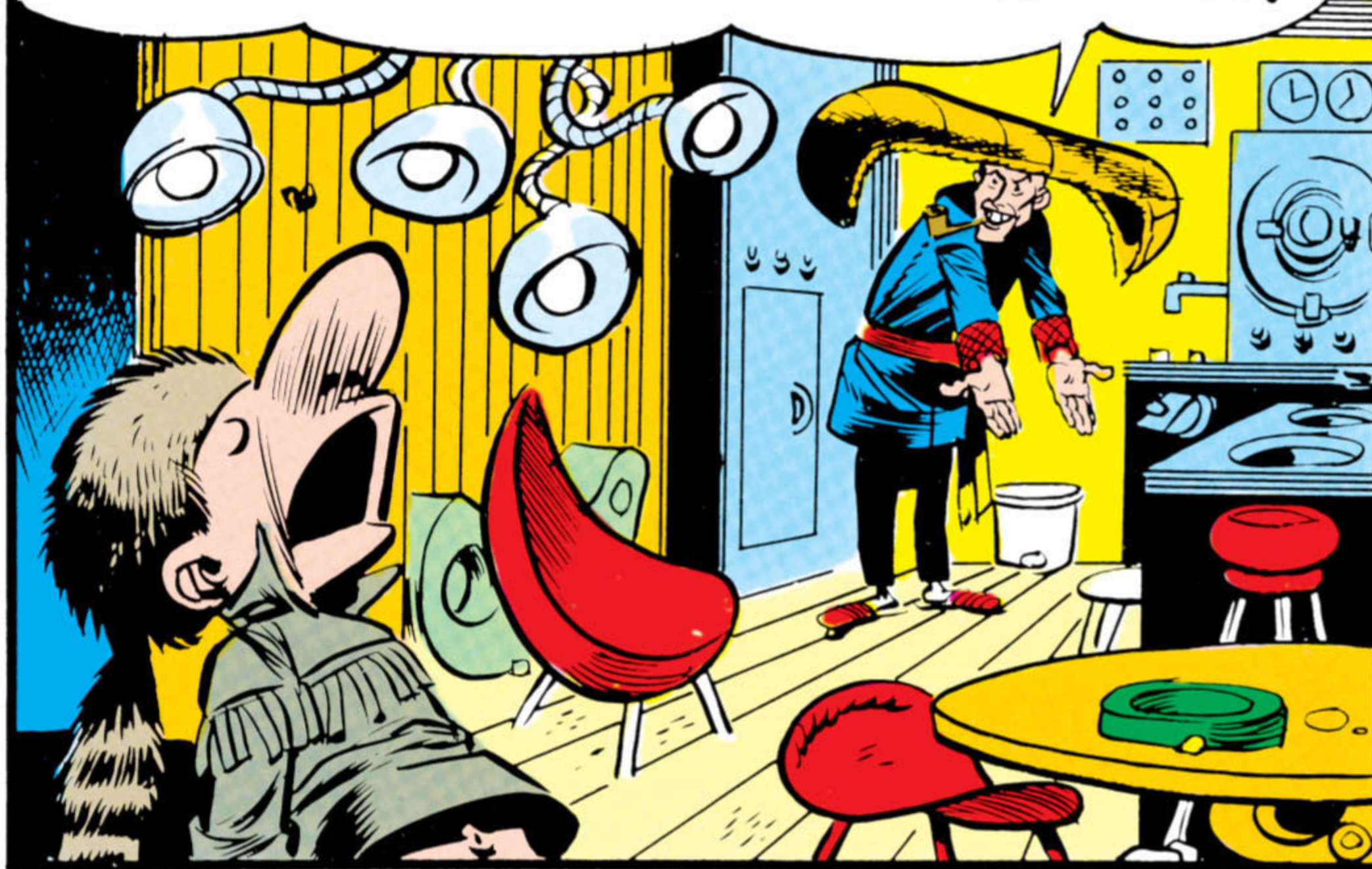




WITH THE \$5,000 YOU PAID ME, I HAVE BEEN ABLE TO CHANGE MY WAY OF LIFE!... LOOK AT THIS NEW HABITAT! COMFORT! NOT LIKE THE CAMP-SITE HABITAT I LIVED IN! LOOK! MODERNIZED STEAM HEAT! 24 HOUR SERVICE! LOOK! LOOK!



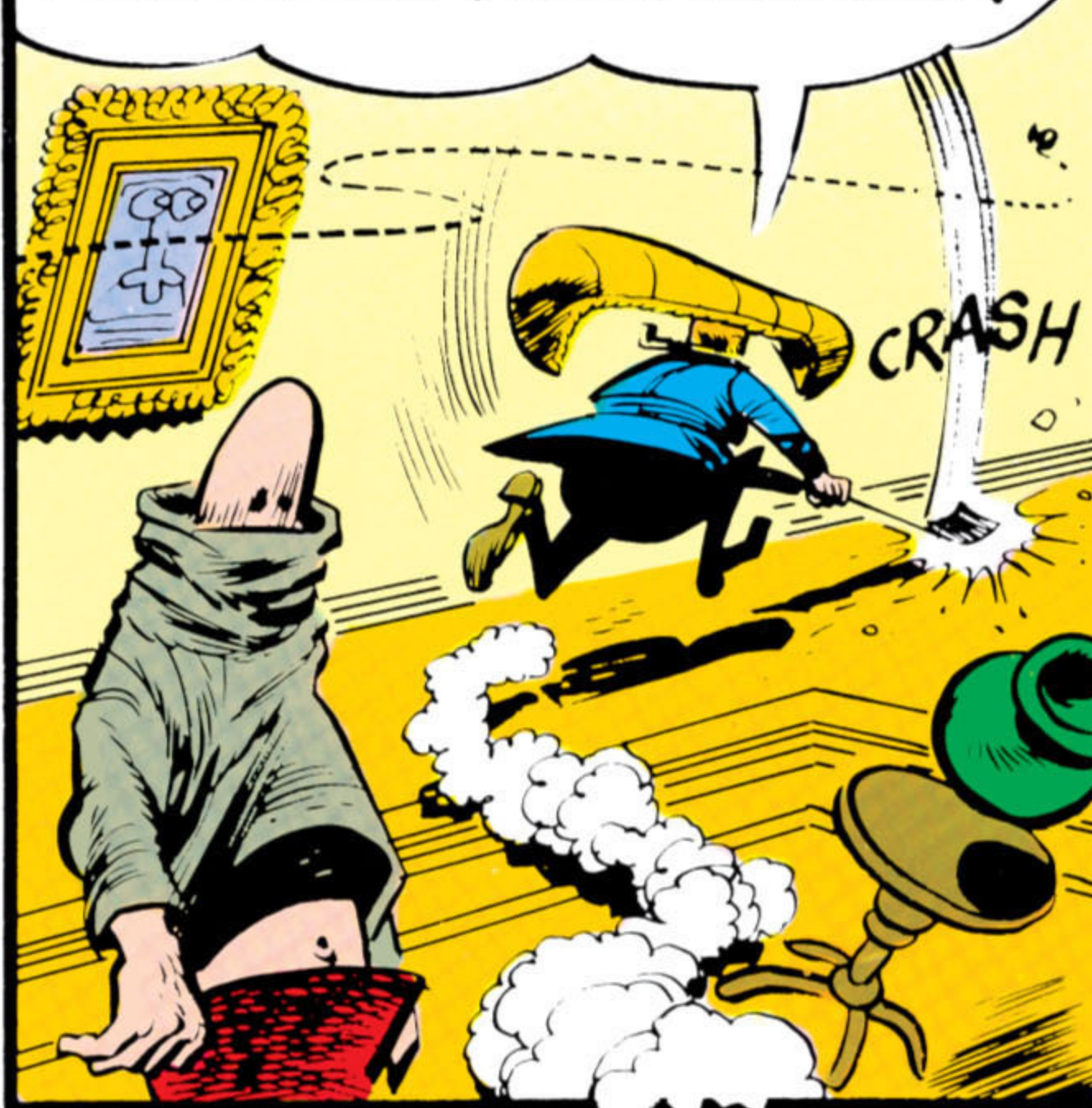
WHEN I WANT TO TAKE A BATH... DO I DIP INTO AN ICE COLD FREEZING MOUNTAIN STREAM?... NO! I TURN ON HOT WATER!... WHEN I'M HUNGRY, DO I HAVE TO GO OUT WITH A BOW AND ARROW? DO I HAVE TO SCRAPE UNDER THE SNOW FOR HERBS? NO! I RING FOR ROOM SERVICE! LOOK! LOOK!



...I GET WATER FROM A FAUCET... MORE SANITARY THAN SPRING WATER!... I GET AIR FROM AN AIR-CONDITIONER... MORE CLEANER THAN MOUNTAIN AIR... I SEE ALL THE ANIMALS I WANT ON T.V! ...NATURE, P-TOOEY! **THERE'S YOUR NATURE!**



...A GERM-RIDDEN NATURAL FLY THAT GOT IN HERE WHEN I OPENED THE DOOR FOR YOU!... YOU KNOW HOW MANY PEOPLE DIE FROM FLIES?... YOU KNOW HOW MANY PEOPLE DIE FROM NATURE?



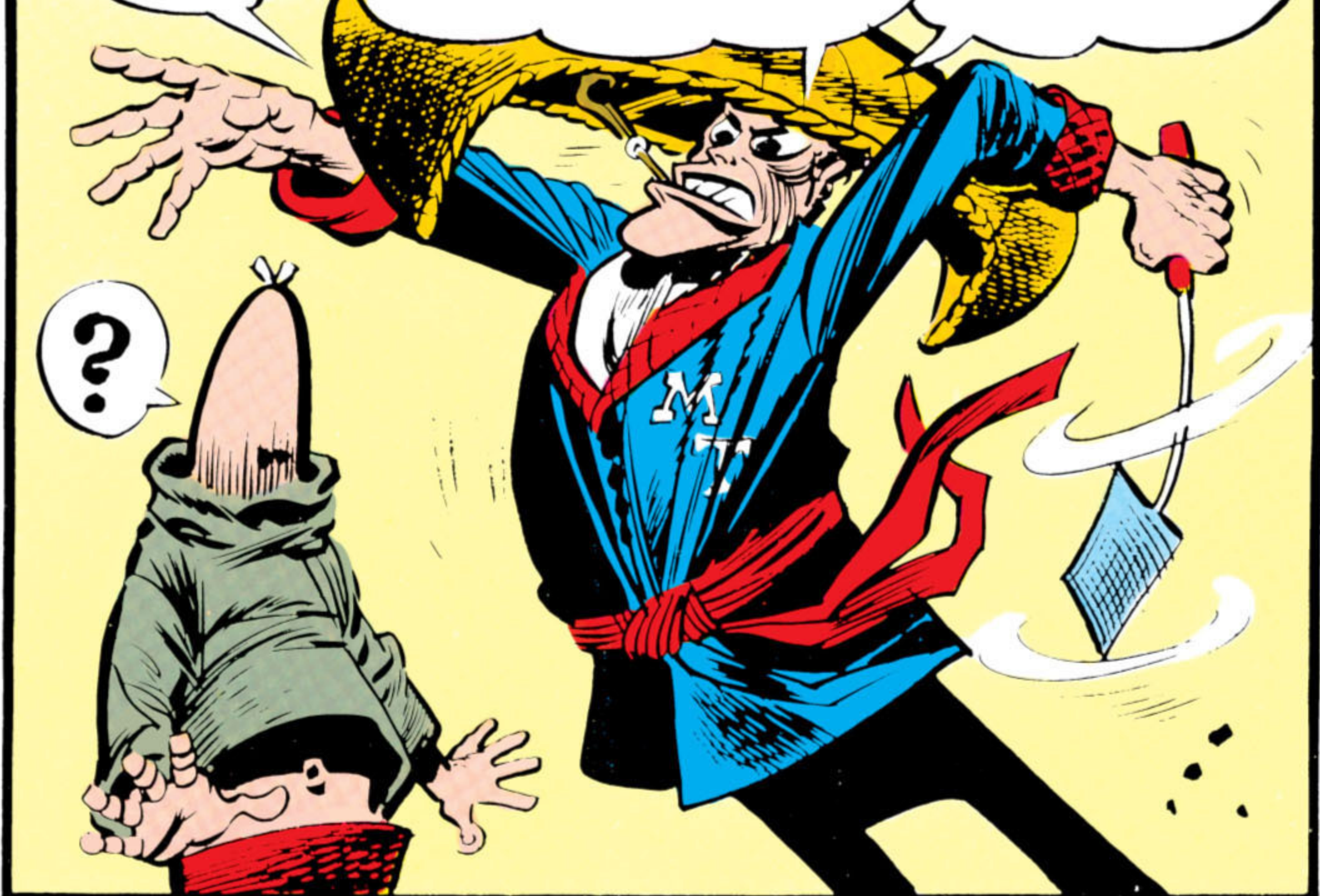
WHEN I WAS OUT WITH NATURE, I FROZE IN THE WINTER... BOILED IN THE SUMMER... AND EVERYWHERE I WENT... BUGS, BUGS, BUGS, BUGS! I HATE NATURE! I HATE IT! I HATE IT! I HATE IT!



NATURE! P-TOOEY! DOUBLE P-TOOEY!

HAH! THAT FLY! NOW I SEE HIM! DON'T MOVE, TAMESPLINTER...

...HE'S ON YOUR HEAD!



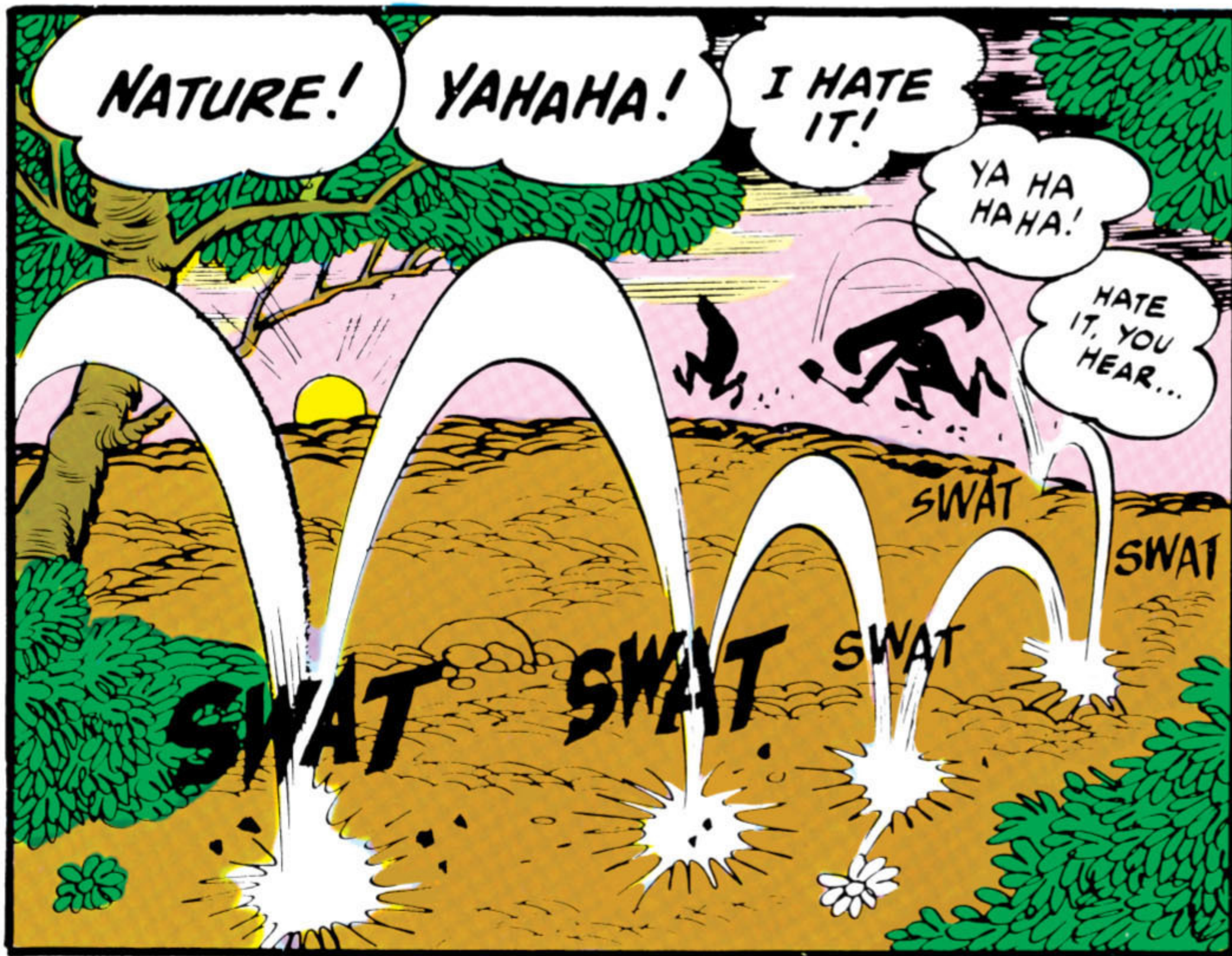
NATURE!

YAHABA!

I HATE IT!

YA HA HA!

HATE IT, YOU HEAR...



AND AS THEY FADE INTO THE SUNSET, WE END THE STORY OF THE MAN WHOSE NAME WAS HIS TRADE-MARK, HIS TRADE-MARK HIS NAME... AND THAT'S HIS NAME... **MARK TRADE!**